

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVII. NEW YORK, OCTOBER 24, 1906.

No. 4.

## The Indianapolis Star GAINED

### In Advertising

During the nine months ending September 30th over the same period last year:

**297.8** Pages,  
or  
**2,084.8** Columns,  
or  
**41,796** Inches,  
or  
**583,744** Lines.

This greatly exceeds the combined gains of all the other newspapers published in Indianapolis.

### In Circulation

Daily average increase,  
September, 1906,  
over September, 1905:  
**8,207.**

Sunday av'ge increase,  
September, 1906,  
over September, 1905:  
**24,348.**

THE STAR's average daily circulation for September, 1906, was  
**84,055.**

As compared with the circulation of any other Indianapolis paper, the STAR is **13,537** larger.

THE STAR LEAGUE (Muncie Star, Terre Haute Star and Indianapolis Star) come mighty close to covering the State of Indiana. Combined circulation, **135 153**, which is greater than the combined circulation of any other twelve newspapers in Indiana. Flat rate, 15 cents per line.

**GENERAL OFFICES OF THE STAR LEAGUE**  
**Indianapolis Star : Muncie Star : Terre Haute Star**  
**STAR BUILDING, INDIANAPOLIS, IND.**

C. E. LAMBERTSON, 1315 Flatiron Bldg., New York, Eastern Manager.  
JOHN GLASS, Boyce Building, Chicago, Western Manager.

# Newspapers Worth Counting

will be issued

*Thursday, Nov. 1st*

The subscription price is \$1.00. It will be sent by mail, carriage paid, on receipt of price. A free copy will be sent to every subscriber to PRINTERS' INK who sends in his subscription, or a renewal of his subscription, before November 15, 1906. Address PRINTERS' INK PUBLISHING CO. 10 Spruce Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVII.

NEW YORK, OCTOBER 24, 1906.

No. 4.

## ABSTRACT OF PROCEEDINGS BEFORE THE POSTAL COMMISSION.

SUMMARY OF BRIEFS SUBMITTED BY REPRESENTATIVES OF THE AGRICULTURAL PRESS AND MAGAZINES—SENATOR CARTER SAYS THE QUESTION OF THE DEFICIT HAS NOTHING TO DO WITH THE INVESTIGATION.

In two preceding numbers PRINTERS' INK has published abstracts of the statements made before the Postal Commission by Third Assistant Postmaster General Madden and by representatives of daily and weekly newspapers. The present article deals with the arguments advanced by publishers of agricultural papers and magazines. Following the abstracts of the briefs presented by publishers will be found a statement by a member of the Commission, Senator Carter, which will be of interest to publishers who have supposed that the increasing postal deficit was the cause of the present investigation into the cost of handling second-class matter. Senator Carter says that this is not so; that the duty of the Commission would be the same even if instead of a deficit a surplus existed.

### BRIEF OF THE NATIONAL AGRICULTURAL PRESS LEAGUE.

Mr. Charles F. Jenkins, of Philadelphia, presented the brief of the National Agricultural Press League, an organization comprising about thirty of the leading agricultural papers of the country. "Few men outside of those directly interested," said Mr. Jenkins, "realize the commanding import-

ance of agriculture in the United States. There are nearly six million farms inhabited, at a moderate estimate, by thirty million people. These farms produced in 1905 wealth to the amount of \$6,415,000,000. The trade papers representing this industry is the Agricultural Press of the United States.

In the early days information about farming was disseminated by means of the annual farmer's almanac. Early in the last century papers devoted exclusively to agriculture were established. Through the Agricultural Press every new discovery in farm economy, every new labor saving machine, every new breed among the live stock of the farm or poultry yard, new varieties of corn and grain and fruits, have been instantly brought to the attention of farmers throughout the land. The total circulation of the farm and allied papers is more than enough to put one in every farm house in this country. Wherever you see a farmer who has progressed beyond his fellows, whose fertile fields and slick cattle, and well-kept fences and farm buildings betoken superior intelligence and ability, you will find on his center table one or more farm papers. These are among the papers which Congress in its wisdom has seen fit to distribute at the rate of \$20 a ton, and Congress never passed a wiser act or one that has been productive of more good. That the dissemination of agricultural information is of the greatest benefit to the nation and should be scattered freely and broadcast, Congress has recognized by allowing the bulletins of the various State experiment stations and of the State Departments of Agriculture to go absolutely free through the mails; and the farm papers have aided the distribution of these bulletins and given them a publicity and value they would never otherwise have had.

### MUZZLE NOT THE OX WHEN HE TREADETH OUT THE CORN.

Mr. Jenkins expressed the opinion that Congress could far better afford to distribute the farm papers free than take any step which might limit their circulation and influence. He referred

to the fact (a point made, also, by a number of other publishers who appeared before the Commission) that newspapers and periodicals through their advertisements produce great quantities of first-class and fourth-class matter. In proof of this he submitted a number of letters from advertisers, only one of which need be quoted here.

*Letter from Edwin B. Lord, of Omaha, Nebraska:* From a single insertion of an advertisement we secured 3,466 replies, making a postage of \$69.32. In first answers and in follow-up letters we reached a total of 51,990, paying in first-class postage on same the sum of \$1,039.80. The persons addressed sent us 11,000 orders and paid \$132 postage. Each of them furnished some names, in all 52,800 names on which we have already expended in postage \$1,574. This makes a postage expense of \$2,914.12, every penny of which was represented by one single insertion of our advertisement.

The postage on the entire edition of the paper in which this advertisement appeared, said Mr. Jenkins, was less than \$100, but the Government got in addition \$2,914.12, showing clearly that second-class matter is a great feeder of the first class.

Questioned by members of the Commission, Mr. Jenkins stated that there were about 420 agricultural papers published in the United States, mostly weeklies and monthlies. Of daily agricultural papers he thought there were not more than seven.

#### STATEMENT OF MR. JOHN J. HAMILTON OF THE "IOWA HOMESTEAD."

Mr. Jenkins was followed by Mr. John J. Hamilton, of Des Moines, publisher of the *Iowa Homestead* and four other agricultural papers. Mr. Hamilton regretted that for some reason the attitude of the Government towards publishers has changed in the past few years.

From some source which I am frank to say I have never been able to locate the spirit of suspicion towards publishers has gone out and permeated the postal officary. The attitude of the clerks in the city postoffices all over the country who are charged with the duty of looking after second-class matter has become suspicious and in some cases even unfriendly toward the publishing business, as if every publisher

were potentially at least, a violator of the law, lacking only opportunity.

Mr. Hamilton thought the Third Assistant Postmaster General rightly ruled out books masquerading as periodicals, and that no fault could be found with him for denying the cent-a-pound rate to periodicals containing samples of cloth, wall-paper, etc., which were properly classed as merchandise and ought to pay the merchandise rate of postage. He objected, however, to the Department's ruling regarding sample copies, the rule limiting the samples that may be sent to a number not exceeding the number of actual subscribers. This, he said, instead of giving publishers equal rights, gives the publisher who has a million subscribers the privilege of sending a million sample copies, and restricts one whose publication has but three hundred subscribers to the distribution of three hundred sample copies, a perversion of the law which should by all means be corrected.

#### THE CENT-A-POUND RATE NOT A SUBSIDY.

Mr. Hamilton spoke warmly concerning the statement frequently made by officials of the Postoffice Department that the cent-a-pound rate is a subsidy to the press, a statement against which, he said, he wished to enter an emphatic protest.

At the head of the pink slip which publishers are required to fill out, sign and swear to, as a condition precedent to securing entry in the second class, somebody has put the following misstatement: "A publisher's second-class mailing privileges are in the nature of a subsidy, because the cost of distribution is mainly borne by the public treasury." I have signed and sworn to several statements under this heading, but always with the feeling that I deserved to be prosecuted for perjury for assenting to what I regard as a falsehood and an insult to the American press. It is a mistake to regard publishers as the beneficiaries of the pound rate of postage. It was a costly innovation for them. In the early days, the postage was paid by the subscriber to the local postmaster. When the low pound rate came in, the publishers being required to prepay the postage, they did not add it to their subscription price, but paid it out of their own pockets. To many this was an added expense of thousands of dollars a year;



to all it was a considerable expense. When the rate was reduced from two cents a pound to one, the publisher gave the subscriber the benefit of the reduction in postage and continued to give him both this benefit and that of the fall in the price of white paper in the form of lower subscription prices. It was not philanthropy. It was the effect of competition. The proposed increase in the rate of second-class postage would either fall upon the publisher or be passed on in higher prices to the subscriber. In the first instance it would injure the publisher and cripple the vast industries which depend upon him for support. It would fall heavily upon the manufacturer of paper whose output would be curtailed. It would bring idleness to tens of thousands of printers, stereotypers, machinists, electrotypers, engravers, pressmen, editors, reporters, mailing clerks and many other trades and professions dependent upon the publishers.

#### WE ARE GOVERNED TOO MUCH.

The publication of newspapers and magazines is a private business. There is no reason of public policy which calls for the regulation of publishers' charges for subscriptions or advertising by law. They do not, like common carriers, discharge quasi public functions or, in establishing their business, exercise the right of eminent domain by condemning private property for their own use. They should therefore be free to sell their papers and magazines to all comers and at such prices as they see fit, extending credit to whomsoever they please. They should be as free as are the makers of soap or the vendor of tobacco to give premiums to their customers or agents. The present regulations lower them to the level of keepers of saloons and evil resorts, limiting them to subscribers who "voluntarily seek" their publications and "pay for them with their own money." You may lawfully give away a drink of whiskey, but you cannot give away a subscription to the *Youth's Companion* or the *American Agriculturist* without exciting the suspicion of the United States Government. They should be free, after demonstrating that their publications are bona fide second-class matter by securing a "legitimate list of subscribers," to even give away their publications if foolish or generous enough to do so. They should be free to publish poor papers and magazines. They should be free to publish all the decent advertising they can secure, for nothing is more certain than that those who do not secure much of it will not survive, while those who secure more of it than their readers will read and answer will lose that portion of their advertising patronage.

The law conferred upon all bona fide newspapers and periodicals the pound rate of postage. It was a broad gauge law, and gave all publishers, rich and poor, competent and incompetent, successful and unsuccessful the right to send their papers and magazines through the mails. There is nothing in its phraseology or intent

limiting its benefits to publishers with capital sufficient to turn out a fine product, filled with high-class original matter and beautiful illustrations. The old style of freedom to publish included the liberty of publishing a very poor newspaper or magazine, and, if the editor lacked originality, to use scissors and paste pot to the fullest extent.

#### POPULAR DEMAND FOR ADVERTISING.

Enlarging on the subject of advertising Mr. Hamilton said:

The American public value and read the advertising as thoroughly as the regular reading matter and usually refuse to take publications which do not contain large quantities of it. I would say, as an illustration of that, that four years ago the Des Moines *Daily News*, of which I was then manager, lost the advertising of the large department stores of the city for a short time, and it caused an immense falling off in the circulation of the paper. The subscriber profits largely by modern advertising which is truthful, instructive and the product of highly skilled and well-paid expert labor. Advertising is a prime force in present-day American industrial development.

#### LITTLE PROFIT IN THE PUBLISHING BUSINESS IN DES MOINES.

Mr. Hamilton stated that in his own city (Des Moines, Iowa) the postoffice receipts from second-class matter amount to \$61,248 a year. An addition of one cent a pound to the present rate of postage, he said, would wipe out every dollar of profit of every daily paper in Des Moines and would be a heavy burden to every other publication there. An increase of three cents a pound would wipe out of existence every daily, weekly and monthly in the city of Des Moines and, he believed, every publication using the mails in the State of Iowa.

#### STATEMENT OF THE PRESIDENT OF THE ORANGE JUDD COMPANY.

Mr. Herbert Myrick next appeared before the Commission, armed with copies of *The American Agriculturist*, *Farm and Home* and *Good Housekeeping*, which he presented to the members of the Commission as an antidote, he said, for some of the cheap and fake literature which he understood had been presented to the Commission the day before. Mr. Myrick said he was president of the Orange Judd Company and editor of the *American Agriculturist*.

urist; president of the Phelps Publishing Company and editor of *Farm and Home* and a director of the magazine, *Good House-keeping*. He spoke, he said, in behalf of the one million families and five million people on the farms and in the homes reached by the periodicals under his own management; also for the agricultural press in particular and the periodical press in general.

The nature of the publishing business is such, said Mr. Myrick, that in the conduct of their affairs publishers and the readers of periodicals contribute largely to the postal revenues, aside from postage paid on second-class matter. He thought it likely that for every dollar paid on matter of the second class the Postoffice received two dollars on matter of the first, third and fourth class, transmitted from publisher to subscriber or *vice versa*. The postage on *Farm and Home*, he said, amounts to about \$15,000 a year. The postage bill on letters, circulars, etc., sent to subscribers and advertisers amounts to about \$18,000 a year, and the postage on mail received from subscribers and advertisers to about \$12,000, making a total of \$30,000 a year that the Department through the agency of a publication that pays only half that amount in second-class postage.

The balance of Mr. Myrick's address was chiefly remarkable for its abundance of rhetoric and poverty of facts relevant to the subject of the inquiry. He went into the question of *ad valorem* taxes on imported merchandise, touched upon the internal revenue tax and demonstrated that a rate of eight cents a pound on second-class matter (which no one has suggested) would put on literature a tax "identical with the tax on liquors." He asserted that the Postoffice Department was "practically self-sustaining" and a little later said that the notion that the Postoffice ought to be self-sustaining was "one of the strangest misconceptions in American Government. He spoke in favor of a free press "unshackled, uncen-

sored, uncontrolled," and then seemed to find fault with existing laws because they grant to "the daily paper, whose reading columns and advertisements pander to the lowest instincts," equal rights with "the daily conducted upon a moral plan."

The conclusion of Mr. Myrick's address was devoted to a dissertation on "the science of mind," on which, he said, advertising is based.

Effective advertising is the keynote to effective progress. The full significance of this profound truth will be more fully appreciated in the future than in the present. Advertising is based on the science of mind. This is relatively one of the newest of the sciences. The rapid evolution of this science of mind, is the primary cause of the present marvelous era of intellectual, industrial, political, social and moral expansion and readjustment, now going on throughout the civilized world. How to reach the mind, how to attract attention to the progress of science, invention, art and ethics, how to transmute thought into action—that is, how to get people to thinking about a thing and then how to do it or buy it—such are some of the problems of advertising.

Science is the knowing, art is the doing. The science of advertising is in its infancy; its progress will keep pace with the evolution of the science of mind. The art of advertising is likewise to witness a great development, in spite of its present and rapid progress.

Advertising may be direct or indirect, subtle or bold, artistic or inartistic, real or ideal, natural or spiritual. The extent to which principles and purposes are advertised as well as methods and merchandise largely govern human development. Publicity is the keynote of Democracy, the cornerstone of the Republic.

After listening to this, the Commission, which came to New York for the purpose of learning, if possible, what it cost to handle second-class mail matter, adjourned for the day.

#### STATEMENT OF MR. H. C. WALLACE.

Mr. H. C. Wallace, manager of *Wallace's Farmer* of Des Moines, Iowa, appeared before the Commission on the morning of October 3d. He said that in addition to representing his own paper he was authorized to speak for the *Breeders' Gazette*, of Chicago, the *Farmers' Guide* of Huntington, Indiana, the *National Stockman and Farmer*, of Pittsburg, the

*Ohio Farmer*, of Cleveland, and the *Michigan Farmer*, of Detroit. The letter authorizing Mr. Wallace to represent the *National Stockman and Farmer* was addressed to "The Postal Commission, Temple Court, N-w York City." The Postal Commission that sits at Temple Court is presided over by Mr. Lucius Weinschenk, attorney for a large number of mail-order papers. The Joint Commission of Congress held its sessions at the Holland House.

Mr. Wallace said in commencing his address that a business man looking at the balance sheet of the Postoffice Department would say that the thing to do, and the only thing to do, is to advance the charge for carrying second-class matter to a point where the amount of money taken in would be sufficient to pay the cost of the service rendered. The legislator, however, must consider the question from another point of view.

The legislator must consider this question from the standpoint of the people as a whole and not the interests of any individual or class of individuals, and must settle it in such a way as to best serve the interests of the people.

Any increase in the present rate charged on second-class matter, said Mr. Wallace, would seriously affect agricultural papers. They would either have to increase their subscription prices or find some way of reducing their operating expenses. The former would mean that the subscriber would have to pay more for his paper, and this in turn would cause a great falling off in subscriptions, with a consequent decrease of advertising patronage. As for reducing the cost of production the only way of accomplishing that would be to use a cheaper paper (paper being the principal item of expense) and this would mean that the paper now using attractive illustrations and presenting a good typographical appearance would be reduced "to the level of the agricultural mail-order paper," and would "have to adopt the methods of boom circulation which these cheaper publications are now following."

Mr. Wallace thought that the way to solve the problem was not to increase the rate on publications like those in whose behalf he appeared, but to exclude from participation in the cent-a-pound rate "the mass of worthless literature now in circulation in this country."

#### HOW SOME PAPERS SECURE BIG CIRCULATIONS.

Mr. Wallace described the methods employed by some publications for increasing circulation:

About ten years ago the publisher of a certain agricultural publication, finding his circulation decreasing, placed upon his list many thousands of names of farmers, without their request and without their knowledge. At the time these names were placed on its list the paper mailed to each one of these farmers a postal card on which was printed a statement that at the request of "a mutual friend" the paper would be sent free until January 1st of the next year and that the card might be regarded as receipt in full.

The Postoffice Department having interfered with this plan the paper in question, said Mr. Wallace, took the names objected to off its mailing list but continued to send the papers to the same addresses under the guise of "marked copies" or "sample copies." The following year the same paper made an arrangement with country weeklies by which the publishers of the weeklies were authorized to offer the agricultural paper free to all who subscribed for the local paper. No charge was made for the agricultural paper but an arrangement to advertise the agricultural paper was made "simply for the purpose of enabling the publisher in question to claim that he was getting value received for his publication, for the advertising was valueless when every farmer subscriber was already receiving the paper for nothing."

The country publisher found, however, that although the arrangement on first thought seemed most favorable to him it did not prove so favorable in the end. He found that in giving this publication with his own at the price of the latter alone, he was educating his subscribers to expect something for nothing, and they were beginning to expect him to throw in something to induce them to subscribe for his paper.

He also found that this publication did not discontinue sending the paper when the time for which the subscription was paid had expired, and that his subscribers to whom he had sent his paper for nothing one year were being billed for succeeding years at the rate of one dollar per year and that these bills were being forced through a collection agency.

Premium schemes were condemned by Mr. Wallace as being designed to evade that provision of the law which relates to papers published at "a nominal price." In answer to a question by Senator Carter: *A law then absolutely prohibiting the giving of premiums as an inducement to subscriptions would not be harsh or unjust?* Mr. Wallace replied: *I think it would be a kindness to all publishers.* This answer evoked applause from some of the publishers present.

#### WHAT IS A PAPER WORTH TO THE SUBSCRIBER?

Speaking of the difficulty of defining "a nominal rate" Mr. Wallace said that the Postoffice Department has held that in order to avoid the suspicion of charging a merely nominal rate a publication "should be worth the price charged for it and the price charged should be a fair price for the publication," in other words "there should be a substantial exchange of value." This interpretation, he said, was absolutely meaningless so far as determining what a nominal rate actually is.

As a matter of fact a really educational publication may be worth many times the price charged for it. One single issue may be worth to the subscriber a hundred times the price charged for it because of some particular information in that issue which he has been able to turn to practical account. When word came that Dewey had taken Manila, the editor of the paper which I represent saw at once that trouble at Manila would have an effect on the price of binding twine in the United States, because the hemp trade would be seriously interfered with. He accordingly wrote an article which appeared in the first and second issue of May of that year, advising every farmer to at once make his contract for binding twine. Thousands of our readers acted upon that advice, and later in the season we received many letters from subscribers saying that they had saved all the way from \$10 to, in one case, as high as \$200 by acting promptly on the advice. This is simply one illustration

of the actual worth of the publication to its readers.

#### THE COST OF PUBLISHING A PAPER.

If the price received from a subscriber does not cover the cost of producing the papers sent him is it safe to conclude that such a paper is furnished at a nominal rate? Mr. Wallace thought not.

In our own business we keep careful weekly records of all the items of cost, not including the cost of editorial or advertising management and expenses. For the year ending June 30, 1906, the average cost to us of printing a thousand papers, counting everything except rent, editorial, business and advertising salaries and traveling expenses amounted to \$19.95, or approximately two cents a copy. Our paper is published weekly and our regular subscription price is one dollar per year. We make a rate in clubs of 75 cents per year, which is the lowest rate which anyone is authorized to accept for a yearly subscription. It will be seen, therefore, that the cost of labor and other expenses, not including rent and editorial, business and advertising salaries, amounted to more for the year ending June 30, 1906, than the regular yearly price of the publication. That is, it cost us \$1.04 to send a paper a year to a subscriber who paid us one dollar for it, and if we were compelled to depend for our revenue upon the money received for subscriptions the length of time which we could do business would be measured by the amount of money we could afford to lose. If what may be considered a nominal rate cannot be determined by the exchange of value between the subscriber and the publisher, how may it be determined?

#### HOW THE MEANING OF "NOMINAL RATE" MIGHT BE DETERMINED.

With a view to making the meaning of the phrase "nominal rate" easily determinable Mr. Wallace suggested the following plan:

The two largest items that enter into the cost of a publication after the forms reach the press-room are the cost of white paper and postage. My contention is that the Government could define the term nominal price as meaning any price less than the cost of the white paper and the cost of postage, and that under this definition no injustice would be done to any publisher of a legitimate publication. The cost of postage is the same the country over. The cost of white paper varies somewhat with the location of the publication, but it is fairly uniform in all of the large publication centers of the country, and can be readily ascertained by any postmaster or by any official of the Department. The price of the white paper being ascertained the cost of sending a copy of the paper one year is a simple matter of calculation. Certainly no publisher who means to ob-

serve the law can complain if the Government takes account only of those two items of cost in determining what is a nominal price. And the publisher who circulates his paper for less than the cost of white paper and postage is not deserving of consideration, because the very fact that he is circulating it at less than this price means either that he is publishing a paper for which there is no demand, and which the people are not willing to subscribe and pay for at a reasonable price, or that his paper is being published mainly for advertising purposes.

This suggestion was objected to by some of the publishers present on the ground that it would exclude from the second class nearly all the great dailies. Also because all publications do not purchase their paper; some of them, like the *New York World*, have pulp mills of their own and presumably produce their print paper for much less than it would cost if purchased in the market.

Mr. Wilmer Atkinson, publisher of the *Farm Journal*, of Philadelphia, also appeared before the Commission. Mr. Atkinson's address was in the main a repetition of the arguments already made in the Job Jobson pamphlets, with which the majority of publishers are doubtless familiar.

#### STATEMENT OF COUNSEL FOR THE PERIODICAL PUBLISHERS' ASSOCIATION.

Day after day, while the arguments before the Postal Commission were being made, one of the most attentive listeners in the ranks of the publishers was Mr. William A. Glasgow, Jr., counsel for the Periodical Publishers' Association. The searching questions with which he plied the Third Assistant Postmaster General and others who appeared before the Commission demonstrated the accuracy of the popular impression concerning the astuteness of a Philadelphia lawyer. Much was expected of Mr. Glasgow when he was called to the stand, but those who attended the fourth day's session of the Commission with the expectation of hearing Mr. Glasgow present the case of the periodical publishers were foredoomed to disappointment. Mr. Glasgow stated that the association he represented,

comprising some thirty or forty of the leading magazines of the United States were not ready to present the data they have been collecting. Before long, he said, he hoped to lay before the Commission, in Washington, statements showing what proportion of the weight of second-class mail was properly chargeable to magazines, the average haul of periodical publications, etc., and an estimate of the amount of first-class mail created by advertisements in matter of the second class. Senator Carter, a member of the Commission, thought that this—the amount of first-class mail produced by matter of the second class—would be “unquestionably a factor to be considered” in fixing the rate on newspapers and periodicals.

#### HOW LONG IS A PIECE OF STRING

Although not prepared to present figures Mr. Glasgow said he wished to comment briefly on one or two points that had been brought out during the investigation, particularly with regard to the difficulty of defining a newspaper—a magazine—a periodical—a legitimate list of subscribers. He said:

I not only recognize the difficulty of this Commission in ever drafting a statute which will cover the definition of these words, but in my opinion, it is utterly impossible to ever do so. It is just as impossible for this Commission to undertake by a hard and fast enactment of a statute, to determine in every case, what is circulation at a nominal rate, or what magazine is designed primarily for advertising purposes. It is just as impossible for you ever to determine by statutory enactment as to what that is, as it is to determine what is due process of law, as defined in the Constitution.

The Constitution provides that no man's property shall be taken without due process of law—liberally speaking. The courts of the United States have been determining what is due process of law since the time of Chief Justice Marshall, and what conclusion have they come to? They come to the conclusion that they will not undertake—because it is an impossibility—to determine what is due process of law in any case which may arise; but the Supreme Court says—and I can give you the citation—that it will wait for each specific case which arises, and determine under the particular facts of that case what is due process of law; and that is the only safe position for the court ever to take.

Another illustration is the Hepburn Bill, following the Act of March 4, 1887, providing that railroads shall not charge unreasonable rates. What is a reasonable rate? It is just as intelligent a question to ask you, as to ask: "How long is a piece of string." What is a reasonable rate? How are you going to define that? It is as utterly impossible, in my view of it,—and I submit it, of course, with deference to you gentlemen,—it is as utterly impossible to devise or make a hard and fast statute defining what is an unreasonable rate, as it is to say what is a nominal rate of subscription, or what is a publication designed primarily for advertising purposes.

Following up this line of argument Mr. Glasgow expressed the opinion that the Congress that passed the Act of 1879 (which, modified by a few amendments is the postal law of to-day) knew what it was about. The men who enacted this statute purposely made it broad in its conception and elastic in its execution. They saw the utter impossibility of fixing by statutory enactment, a definition of what constituted a legitimate list of subscribers, and what constituted a circulation at nominal rates. They knew and expected that the law would be construed by somebody in each particular case as it arose. "I don't care what the Third Assistant Postmaster General says," said Mr. Glasgow, "Congress intended to pass an elastic law. Congress intended that there should be some conservative, intelligent construction of that act subject to revision by the courts, where rights were interfered with."

Mr. Glasgow thought that the only amendment of the present law required was one providing for a court review of decisions of the Postoffice Department. "Give to the people who are interested the proper protection of the courts. That is all we are entitled to in this country, and all any property interests are entitled to." This same suggestion was made by a number of other gentlemen who appeared before the Commission.

#### NO COMPILATION OF DEPARTMENT'S RULINGS.

One present trouble that publishers have in dealing with the Postoffice Department is the diffi-

culty of discovering just what interpretation the Postoffice officials themselves place, or have placed, on various provisions of the law relating to second-class matter. Mr. Glasgow referred to this in the course of his remarks. He did not wish to be understood as criticising the officials of the Department, he said, for whose troubles he had the greatest consideration and for whose courtesies he was grateful; but—

I went down to the Postoffice Department and asked them what were the constructions placed upon that (the provision of the statute referring to a legitimate list of subscribers and circulation at nominal rates) by the Department which was called upon to execute it. I asked them if they had not some compilations by the executive which was called upon to carry into execution this provision. They told me they were embraced in circulars and letters scattered all over the Department; but there was no compilation of it, and the conclusion I reached was that they did not know any more about the real construction that had been put upon that than I did and I did not know anything.

#### ADVANTAGES OF A PERMANENT COMMISSION.

Third Assistant Postmaster General Madden, himself, recommended the appointment of a permanent Commission, to pass upon questions arising under the postal laws. Mr. Glasgow favored this idea provided provision was made for an appeal from this special tribunal to the courts.

Questioned by the vice-chairman of the Commission (Representative Overstreet) as to whether in his opinion the appeal to the court should be made in the District of Columbia, or to a court nearer the residence of the publisher appealing, Mr. Glasgow said: "I think the fairest thing would be to have that appeal in the jurisdiction where the publisher lives."

#### WHAT MEMBERS OF THE POSTAL COMMISSION THINK.

In the colloquy between various members of the Commission and Mr. Glasgow, following the latter's statement, it was evident that the Senators and Representatives forming the Commission were disappointed that in the three hundred and fifty thousand words

poured into their ears by representatives of the Post-office Department and the publishers there were few facts or figures sufficiently accurate to enable them to arrive at a conclusion regarding the rate that ought to be charged on second-class matter. Senator Carter apparently voiced the opinion of the Commission when he said:

I think the investigations of the Department have not been sufficiently accurate or extensive to advise the Commission of the actual cost of the performance of this service. The figures available in the Postoffice Department for the officials of that Department, are public records, and I confess to some degree of disappointment in the failure of the representatives of the publishers to furnish us any analysis indicative of their view as to the cost, regardless of what the Postoffice Department, itself, has to say about it. I think it must be obvious to gentlemen representing these great business interests, that upon a subject which has been discussed for nearly twenty years, and which has been the subject of a controversy of an acute nature for the last seven or eight years it will not suffice for this Commission to return to Congress with immature conclusions or glittering generalities. This Commission will be called upon to defend any position it may, after due deliberation in the light of all that has been said or may be said, determine to take. We should be in a position, I think, to say the publishers contend in the light of the Government's figures, that the actual cost of transportation and handling of second-class mail matter is not in excess of one cent a pound, or that the publishers admit that the cost is in excess of one cent a pound. I confess I would very much like to have the Postoffice Department accorded time to make an accurate, careful computation of the cost of carrying second-class mail matter. I would also be glad to have the publishers, who are charged with being the beneficiaries of a subsidy, demonstrate as best they may from the public records, the compensation in a mathematical way. In general phrase we know, without much elaboration, what the original intent of Congress was in attempting through this medium to diffuse knowledge among the people. We all know of the incalculable benefit given to the public by the daily, weekly and monthly publications. These are subjects that are past debate. A most interesting session could be held with the Postoffice Department presenting one set of figures, and the publishers another set of figures, to the end that they might "have it out" in the presence of the Commission as to what are the factors legitimately entering into the cost, and what the actual cost of doing the work.

In conclusion it may not be amiss to add to the foregoing the following statement by Representative Overstreet, vice-chairman of the Commission.

I want to state that this Commission has not come to New York with any case against anybody, nor has it come with any plan of its own. It is simply seeking in as full and fair a method as possible to elicit and welcome information and suggestions from anybody. For that reason notice was issued, publicly, within less than twelve hours after the Commission's appointment, for national organizations, through their properly accredited representatives, to prepare to submit suggestions or criticisms, or any matter that they saw fit; and so far as the Commission is concerned it has kept an absolutely free mind, without prejudice upon any matter or any phase of the subject. That freedom of opinion is as strong now as it was at the start.

## EIGHT MONTHS OF 1906

*From Jan. 1, 1906, to August 31,  
1906, The Chicago Record-Herald*

**Gained  
2,130 Columns  
Advertising**

*over the corresponding eight  
months of 1905.*

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

**THE CHICAGO  
RECORD-HERALD**

**Lincoln Freie Presse**

**GERMAN WEEKLY,  
LINCOLN, NEB.**

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

**Actual average circulation 149,281.**



## LOUIS WILEY'S LESSONS FROM EUROPE.

The comparative views of advertising have not often gone beyond the limits of our own country, and have generally been academic. Not infrequently some of our representative men from the advertising field have visited Great Britain and the continent and found there little to commend and much to criticise. Generally they did not make the trip with singleness of purpose. They more commonly went abroad in search of health, recreation or the pursuit of the phantom pleasure which they rarely confessed to have found until they saw again Liberty's torch in New York Harbor.

In very recent days Louis Wiley went abroad to study in illustrative lessons the methods of foreign advertisement, and more particularly with reference to newspapers. His object was to gather knowledge from the effete tree of European advertising and to graft it on the stem of the New York daily with which he is connected. He sought it particularly in the great papers of England and the continent, but was not blind to the other sources of information and knowledge which these countries afforded. He observed that in the billboard and dead-wall display the English advertiser is more earnest in his efforts than in this country, that the cost of publicity is vastly higher, both for that sort of display and for newspaper use; that while individual firms take lessons from America, when they have once gained the fundamental principle of making the public know, they carry it further, following it more persistently and logically to a conclusion than they do here, and exhaust its possibilities before they try another and more experimental campaign. ●

With reference to display advertising for the general public he says that England is far in advance of us in the profligacy of its efforts. Along the lines of railways, and particularly in sta-

tions, the display is almost startling because of its variety, both of subjects and in color and pictures. This is of comparatively modern growth as to the variety, although it has long been the custom to use one-sheet pasted bills at stations in considerable quantities. But they had out Herodod in colors and designs, copying a great deal from recent American work of the same kind, but restraining it within reasonable and decent limits as to drawing and pictures. By its profuseness it lost a considerable quality of value as personal appeal, but it was there and represented a great outlay and considerable enterprise on the part of merchants exploiting their goods. Such wares as chocolates, pills and articles that made no particular claim because of the merit of their preparation are extensively advertised, and it occurred to Mr. Wiley, as it must have done to others, that the advertisements in England were rarely specialized in character. He traveled over the Great Western Railway and was astonished to find that many stations were named Bovril, until by repetition of the word he discovered that it was an extract of beef that was being advertised, and not the duplicate name of a town that was being thrust upon his notice.

Speaking of newspapers, he said that he visited particularly representative newspaper establishments in London, Paris and Berlin, and carried his observations into Brussels in Belgium, and Geneva in Switzerland, Luzerne and into Holland. But what he learned most from was the daily *Telegraph*, the *Paris Matin* and the *Berlin Anzeiger*, all of them high-class newspapers, and particularly the first two that have nothing to learn from American newspapers in any part except the handling of their advertising business. The English press is rapidly assimilating American customs and practices, but the continental press existing almost exclusively upon the sales of its newspapers has not developed the possibilities of



advertising returns. For example *Le Matin* in Paris, which easily leads all its fellows in circulation, and possibly in influence, counts its returns from advertising very large if they run to half a million dollars a year. That figure was indeed the maximum for this great continental paper for the fiscal year just ended. Now it is a pretty poor paper in New York that does not far surpass that figure. And this fact is the more pertinent when we consider their rates. *Le Matin* gets \$5 an agate line. The average price in New York is forty cents an agate line, so one sees that there is no rush for publicity on the part of the business community on the continent.

"In England advertisers are breaking away from the old stereotyped methods" said Mr. Wiley. "Here in New York we used to read that Jones and Smith beg to announce that on this day they open six cases of Lyons silks, which they offer to their patrons at prices as quoted. That was long ago. Such statements in an advertisement would be regarded as anachronistic in the advertising world of America today. In modern times they would more naturally, if not more truthfully, write perhaps a quarter of a column, giving a history of the origin of the silk and why it was cheaper than any ever offered before, telling how they were able to buy and sell it at the unparalleled prices given, etc. The English have adopted this mode of offering their goods, and in their advertisements you can inform yourself with comparative accuracy, of their whole history. It is by no means general. A great many merchants still cling to the old formulas, and besides that there are no big department stores in England conducted upon the same lines as ours. There are the stores that minister to certain classes, and for which the subscription of the customer is provided for by a membership card—the Army and Navy and the Civil Service Stores as examples. They are co-operative institutions in

which the patrons have a share of the profits being subscribers to their shares. They are not supposed to sell to any one not a member of the community. But I did not observe that they carried the rule into effect, at least I had no difficulty in being served by them. But they do not advertise except in a stated way.

"The *London Telegraph* impressed me very much by its commanding position in the trade—a place it shares with other well-known papers—but I saw it in its modern life, and it was fully up to date. It takes about \$150 a column for advertising, and it, in common with other English papers, has broken away from the old-time rules which had forms established of types and single columns only for advertising. About every display advertiser who desires it can break columns in certain pages at least. They do not, as a rule, solicit advertisements on the big London dailies, but they maintain a staff which guards the interest of special advertisers, and who are, as a rule, on regular salary. The commission business is conducted quite apart from newspaper offices, and belongs, if not altogether to the firms that gather and distribute advertising, to the newspapers.

"Of course the regular standing of papers in London has been largely affected in recent years by the introduction into its journalism of papers distinctively American in character, like the *Mail*, the *Leader*, the *Express* and *News*. But even these papers hark back to the English methods, and with reference to their news are what conservative journalists in America would call ultra conservative, both in the nature of the news they print and in the way they display it. It is a very important matter that gets a three-line display head in an English paper—and conventional and stereotyped headlines still prevail.

"Nevertheless, the influence and spirit of American newspapers continually grows in England. They are assimilating the best

features we have with their own, and they are making splendid journals there, both commercially and in other aspects. I saw *Le Matin* from start to finish. There is no provincial press in France to speak of. The Paris papers antedate morning editions on the evening before they are sent into neighboring cities and sold there on the day of date. There is no journalistic enterprise in cities like Havre, Lyons or Marseilles. They print daily papers, usually a folio that contains no news not already a day old in Paris, except the Reuter despatches giving market quotations, and the local affairs much abbreviated, but particularly the theater gossip and that of the opera and the inevitable *feuilleton*.

"The Berlin *Anzeiger* and the *Tageblatt* are both fine papers. They have no linotypes, but the presses are ample in quantity and mechanical appliances. There is a fine newspaper at Nürnberg which uses a number of automobiles, probably a score, to take care of its circulation. It is an expensive method, but it is suited to the large and thickly settled community to which the paper ministers. There are no newspapers in Belgium nor Holland nor Switzerland to speak of, none at least from which we have anything to learn. There is a better press in Italy, but its distinctive characteristic is political, and it is the more important as its opposition becomes the more violent. It has nothing to teach American papers. In fact that is true of the whole continental press. It is not so of newspapers printed in Great Britain. There is a superabundance of publicity in London—together about 5,000 periodical and daily prints. The average price for advertisements runs about 25 to 50 per cent higher than here. The whole business of life in England seems to me better instructed than in America. Men are not so generally equipped as here for business life, but they are specialized to a higher degree, and this is true of the advertising business, as of all others. They

may lack originality, but they know what they have once learned very well, and altogether they make up a body of thoroughly competent men. I think much higher of English methods since I have had an opportunity to observe them closely, and in a business like advertising, that has no definite canons by which it is regulated, they have systematized its conduct to a degree that I had scarcely thought possible."

## IT DELIVERS THE GOODS.

NEWARK, N. J., Oct. 15, 1906

Editor of PRINTERS' INK:

Kindly repeat the inclosed advertisements with the corrections indicated. A check to cover the cost of inserting the same is sent herewith.

I'm also taking the liberty of handing you herewith the mailing envelope of a few recent orders from countries that are not reached from America by rail. I may state that I have had orders from practically every quarter of the globe—all in answer to my ad in PRINTERS' INK.

Respectfully yours,

L. ROMMEL, JR.

The envelopes which Mr. Rommel inclosed were postmarked at Pretoria, South Africa, Paris, Amsterdam, and Balara, Victoria.

THE national food law is bound to create advertising, because it compels different terms—honest names on all food packages, and these names must be advertised. The consumer must be made acquainted with them—Brazilian coffee, Mexican coffee, evaporated milk, cottonseed oil—all apparently new creations that must be advertised. With few exceptions the present Java and Mocha coffee must go; the present maraschino cherry must go; the present olive oil must go; the present maple syrup must go; the present evaporated cream must go; the present condiments and spices, jellies and sauces, jams and preserves must go, and the true products take their places. All these things must be sold under their true names. All manner of new products must be introduced to the consumer. New prices must be explained, new labels must be advertised. The public must be made acquainted with new brands, and the manufacturer must make the introduction and create most valuable patronage by publicity.—*Profitable Advertising*.

A DECADE ago, the general tone of advertising seemed to be—"hoodwink the public." Now it is, "tell them all about it—and tell it straight." Frankness pays.—*Mahin Messenger*.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

Montgomery Journal, dy. *Aver.* 1905, 8,677. The afternoon home newspaper of its city.

## ARIZONA.

Phoenix, Republican. *Daily aver.* 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

Fort Smith Times, dy. *Act. av.* 1905, 5,781. *Act. aver.* for May, June and July, 1906, 4,227.

## CALIFORNIA.


Mountain View, Signs of the Times. *Actual weekly average* for 1905, 22,530.

San Francisco, Pacific Churchman, semi-mo.; Episcopalian. *Cir.* 1905, 1,427; May, 1906, 1,700.

## COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay, *Actual aver.* for 1904, 10,926; for 1905, 11,688.

Denver, Post. Like a blanket it covers the Rocky Mountain region. *Circulation—Daily* 58,915, *Sunday* 74,605.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

Meriden, Journal, evening. *Actual average* for 1905, 7,587.

Meriden, Morning Record and Republican. *Daily average* for 1905, 7,578.

New Haven, Evening Register, daily. *Actual av.* for 1905, 15,711; *Sunday*, 11,311.

Norwalk, Evening Hour. *Daily average* guaranteed to exceed 2,100. *Sworn* circulation statement furnished.

Norwich, Bulletin, morning. *Average* for 1904, 5,550; 1905, 5,920; *nov.* 6,533.

Waterbury, Republican, dv. *Aver.* for 1905, 5,648. La Coste & Maxwell spec. Agents, N. Y.

## DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. *Daily average* for 1905, 55,550 (©).

## GEORGIA.

Atlanta, Journal, dy. *Av.* 1905, 46,028. *Sunday* 47,998. *Semi-weekly* 56,721; *May*, 1906, *daily*, 52,517; *Sun.*, 57,977; *semi-wk.*, 74,281.

Atlanta, News. *Daily aver.* first six mos. 1906, 24,668. S. C. Beechwith, Sp. Ag., N. Y. & Chi.

Atlanta, The Southern Ruralist. *Sworn* aver. first six mos. 1906, 62,946 copies monthly. *Beginning* Sept. 1st, 70,000 guaranteed, semi-monthly.

Augusta, Chronicle. *Only morning paper.* 1905 average, 6,045.

## ILLINOIS.

Aurora, Daily Beacon. *Daily average* for 1905, 4,580; *first six months* of 1906, 6,245.

Chicago, Citizen. *Daily average* first six months 1906, 1,529.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. *Average* for 1905, 4,100 (©).

Chicago, Breeders' Gazette, weekly. \$2.00. *Average circulation* 1905, to Dec. 31st, 66,605.

Chicago, Dental Review, monthly. *Actual average* for 1905, 3,705.


Chicago, Examiner. *Average* for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Inland Printer. *Actual average circulation* for 1905, 15,866 (©).

Chicago, Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made June 1, 1906, showed 89,764 paid subscribers. Reaches from 70% to 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa, Minnesota and Texas; over half the post-offices in Indiana, Kansas and Nebraska, and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago, Record-Herald. *Average* 1904, daily 145,761, *Sunday* 199,400. *Average* 1905, daily 146,456, *Sunday* 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Chicago.** The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

**Joliet.** Herald evening and Sunday morning. Average for year ending July 17, 1906, 6,246.

## INDIANA.

**Indianapolis.** Up-to-Date Farming. 1905 av., 156,250 semi-monthly; 75c. a line. Write us.

**Noire Dame.** The Ave Maria Catholic weekly. Actual net average for 1905, 24,590.

**Princeton.** Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

**Richmond.** The Evening Item, daily. Sworn average net paid circulation for 1905, 4,074; six months ending June 30, 1906, 4,262; for July, 1906, 4,525. Over 3,300 out of 4,500 Richmond houses are regular subscribers to the Evening Item.

## IOWA.

**Davenport.** Catholic Messenger, weekly. Actual net average for 1905, 5,514.

**Davenport.** Times. Daily aver. Sept., 12,149. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines.** Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 29,175. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

**Des Moines.** Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for May, dy. 29,454.

**Des Moines.** The People's Popular Monthly. Actual average for 1905, 182,175.

**Sioux City.** Journal, daily. Average for 1905 sworn, 24,961. Average for first six months, 1906, 29,045.

**Sioux City.** Tri-une. Evening. Net sworn daily, average 1905, 24,287; July, 1906, 27,177. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

## KANSAS.

**Pittsburg.** Headlight, dy. and wy. Actual average for 1905, daily 5,280, weekly 5,278.

## KENTUCKY.

**Marion.** Crittenden Record, weekly. Actual average for year ending October, 1905, 1,852.

**Owensboro.** Daily inquirer. Larger circ. than any Owensboro daily. No charge unless true.

**Owensboro.** Daily Messenger. Sworn average circulation for 1905, 2,471; June, 1906, 5,415.

## LOUISIANA.

**New Orleans.** Item, official Journal of the City. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.

## MAINE.

**Augusta.** Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,575.

**Augusta.** Kennebec Journal, dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

**Bangor.** Commercial. Average for 1905, daily 9,455, weekly 29,117.

**Dover.** Piscataquis Observer. Actual weekly average 1905, 2,019.

**Lewiston.** Evening Journal, daily. Aver. for 1905, 7,598 (©), weekly 17,448 (©).

**Phillips.** Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

**Portland.** Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

## MARYLAND.

**Annapolis.** U. S. Naval Institute, Proceedings of 1905; copies printed at yr. en'ly Sept. 1905, 1,637.

**Baltimore.** American, dy. Av. first 6 mo. 1906, Sun., 85,142; dy., 67,714. No return privilege.

**Baltimore.** News, daily. Evening News Publishing Company. Average 1905, 60,678. For September, 1906, 65,407.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS.

**Boston.** Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

**Boston.** Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.

**Boston.** Globe. Average 1905, daily, 192,543. Sunday, 299,645. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



**Boston.** Post. Average for Sept., 1906, Boston Daily Post, 240,198; Boston Sunday Post, 214,618. Daily gain over Sept., 1905, 4,505; Sunday gain over Sept., 1905, 24,545. Flat rates, p. o. p. daily, 5 cents; Sunday, 15 cents. The Great Breakfast Table Paper of New England.

**Lynn.** Evening News. Actual average for year ending August 27, 1906, 7,164.

**Springfield.** Current Events. Alone guarantees results. Get proposition. Over 50,000.

**Springfield.** Farm and Home. National Agricultural semi-monthly. Total paid circulation, 196,482. Distributed at 55,226 postoffices. Eastern and Western editions. All advertisements guaranteed.

**Springfield.** Good Housekeeping, mo. Average 1905, 206,083. No issue less than 200,000. All advertisements guaranteed.

**Springfield.** New England Homestead. Only important agricultural weekly in New England. Paid circulation, 42,404. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

**Worcester.** Opinion Publique, daily (©). Paid average for 1905, 4,255.

## MICHIGAN.

**Adrian.** Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs. Specials.

**Grand Rapids.** Evening Press dy. Average 1905, 46,456. Corera Western Michigan.

**Jackson.** Citizen Press. Average six months ending June 30, 1906, 6,544, daily. Largest in its field. Investigation invited.



**Jackson.** Morning Patriot. Average September, 1906, 6,405 net paid; Sunday, 7,929 net paid; weekly (April), 2,815. Circulation verified by Am. Adv. Ass'n.

**Saginaw.** Courier Herald, daily. Sunday. Average 1905, 12,394; Sept., 1906, 14,711.

**Saginaw.** Evening News, daily. Average for 1905, 16,710; Sept., 1906, 20,751.

**Tecumseh.** Semi-Weekly Herald. Actual average for 1905, 1,275.

# Worth Repeating

8

PRINTERS' INK.

## THE SEPTEMBER MAGAZINES.

This department, while primarily of interest to magazine men, is also studied by advertisers to a much greater extent than might be thought. One prominent magazine advertiser said the other day that he kept close track of the business carried by leading monthlies, because the comparative standing of a magazine in point of advertising is a valuable indication of its character and quality of circulation. ★ ★ ★ ★ ★

There is not much opportunity to falsify returns of this character. An unscrupulous publisher might hoodwink advertisers on circulation, but he cannot make false statements about the amount of paid business he carries, nor swell the total in any way. Advertisers must actually find circulation solid and results sure. This same advertiser also said that any prejudice he might have against a magazine had to be laid aside when its advertising patronage steadily increased.

PRINTERS' INK also says: "The September issue of SYSTEM is said to break all records for amount of business carried in a standard size monthly."

But that does not interest us one-half as much as this; out of the 220 pages of advertising, 175 $\frac{3}{4}$  were from advertisers who had used SYSTEM before and knew for a certainty what it would do.

In other words, 397 advertisers had space in the September SYSTEM; 309 had used space before and would not again if previous insertions had not paid a profit.

A copy of the September SYSTEM will be sent to any advertiser on request.

**ADVERTISING IN LEADING MONTHLY MAGAZINES FOR SEPTEMBER.**  
(Exclusive of Publishers' own advertising.)

	Pages	Ag. Lines
System.....	210	47,040
McClure's.....	134	30,135
Review of Reviews.....	114	30,086
Munsey's.....	128	28,733
Country Life in America (cols.).....	155	25,648
Everybody's.....	114	25,514
Harper's Monthly.....	100	22,438
Scribner's.....	90	21,990
Ladies' Home Journal (cols.).....	100	21,800
Cosmopolitan.....	80	19,676
Century.....	80	19,365
Out West (August).....	70	17,350
Pacific Monthly (August).....	75	16,840
Good Housekeeping.....	73	16,548
American Magazine.....	70	15,976
World's Work.....	60	15,317
Outing Magazine.....	60	15,514
Success (cols.).....	83	14,300
Delineator (cols.).....	100	13,322
World To-Day.....	37	12,043
Business Man's Magazine (August).....	38	11,460
Foot-Track News.....	31	11,248
National Magazine (Aug.).....	80	11,200
Prism's Magazine.....	49	11,000

## THE SYSTEM CO.

PUBLISHERS

151-153 Wabash Avenue  
CHICAGO

1 Madison Avenue  
NEW YORK

## MINNESOTA.

**Minneapolis.** Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,423.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first eight months 1905, 100,861.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis.** Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for Sept., 1906, 77,512. Aver. Sunday circulation, Sept., 1906, 70,944.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis.** School Education, mo. Cir. 1905, 9,350. Leading educational journal in the N.-W.

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

**Minneapolis.** Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1906, was 80,500. The daily Tribune average per issue for the month of August, 1906, was 104,759.

**CIRCULATION** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News-Exchange exceeds 43,000 daily. The paper Direct-Tribune is the recognized paper. Want Ad paper of Minneapolis.

**St. Paul.** A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.

**St. Paul.** Dispatch. Average number sold for year 1905, 60,563 daily.

**St. Paul.** The Farmer, a mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

**St. Paul.** Pioneer Press. Net average circulation for January—daily 35,502. Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscription is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Winona.** The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.

## MISSOURI.

**Kansas City.** Western Monthly. Reaches practically all mail-order and general advertisers.

**St. Joseph.** News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Reps.

**St. Louis.** Courier of Medicine, monthly. Actual average for 1905, 9,925.

**St. Louis.** Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

**St. Louis.** National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,941 (©). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, monthly. Average for 1905, 106,625; average for 1904, 104,750; average for 1905, 105,541.

## MONTANA.

**Missoula.** Missoulian, every morning. Average size month ending June 30, 1905, daily 4,559, Sunday 6,400.

## NEBRASKA.

**Lincoln.** Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

**Lincoln.** Deutsch-Amerikan Farmer, weekly. Average 1905, 147,052.

**Lincoln.** Freie Presse, weekly. Actual average for 1905, 150,781.

**Lincoln.** Journal and News. Daily average 1905, 27,092.

**Omaha.** Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

## NEW HAMPSHIRE.

**Nashua.** Telegraph. The only daily in city. Daily average year ending July, 1906, 4,533.

## NEW JERSEY.

**Elizabeth.** Journal, Av. 1904, 5,522; 1905, 6,510; 1st 6 mos. 1906, 7,176; June, 7,377.

**Jersey City.** Evening Journal. Average for 1905, 22,546. First six months 1906, 25,055.

**Newark.** Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 65,782.

**Plainfield.** Daily Press. Average 1905, 2,874, first 7 months, 1906, 2,963. It's the leading paper.

**Trenton.** Times. Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.

## NEW YORK.

**Albany.** Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

**Buffalo.** Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 51,027.

**Buffalo.** Evening News. Daily average 1904, 88,457; 1905 94,690.

**Catskill.** Recorder. 1905 average, 3,811; July, 1906, 3,940. Best adv. medium in Hudson Valley.

**Corning.** Leader, evening. Average, 1904, 6,228; 1905 6,595. 1st 6 mos 1906, 6,485.

**Glens Falls.** Times Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

**LeRoy.** Gazette, est. 1836. Av. 1905, 2,287. Largest w'y. cl'r. Genesee, Orleans, Niagara Co.'s.

**Mount Vernon.** Argus, evening. Actual daily average 9 months ending October 1, 1905, 8,896.

**Newburgh.** News, daily. Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined.

## New York City.

**New York.** American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,165 are actual paid subscribers, as per count of June 1, 1906. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST's subscribers in New York include every postoffice in the State. In New Jersey it goes to 87% of all the postoffices; in Delaware 85%, in Pennsylvania 76%, in Ohio 70%, and to 35% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

**The American Magazine** (Leslie's Monthly). Guaranteed average circulation 250,000. Present circulation 500,000 and upwards.

**Army & Navy Journal.** Est. 1863. Actual weekly average for first 7 months, 1906, 9,626 (©).

**Automobile,** weekly. Average for year ending July 26, 1906, 14,615 (©).

**Baker's Review** monthly. W. K. Gregory Co., publishers. Actual average for 1905, 5,008.

**Benziger's Magazine,** family monthly. Benziger Brothers. Average for 1905, 44,166, present circulation, 50,000.

**Clipper,** weekly (Theatrical). Frank Kuen Pub. Co., Ltd. Aver. for 1905, 26,228 (©).

**Jewish Morning Journal.** Average for 1905, 54,668. Only Jewish morning daily.

**Music Trade Revue.** Music trade and art weekly. Average for 1905, 5,541.

**Printers' Ink.** A journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1903, 15,090 copies.

**The People's Home Journal.** 544,541 monthly. Good literature. 444,667 monthly. Average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

**The Tea and Coffee Trade Journal.** Average circulation for year ending Sept., 1906, 6,431; September, 1906, issue, 6,998.

**Theatre Magazine.** monthly. Drama and music. Actual average for 1905, 58,088.

**The World.** Actual aver. for 1905, Morn., 205,490. Evening, 371,298. Sunday, 411,054.

**Rochester, Case and Comment.** mo., Law. Av. for year 1905, 50,000. Guaranteed 20,000.

**Schenectady Gazette.** daily. A. N. Lecky. Actual average for 1904, 12,574; 1905, 12,658.

**Syracuse Evening Herald.** daily. Herald Co. pub. Av. 1905, daily 55,552. Sunday 40,098.

**Syracuse Post-Standard.** Daily circulation 27,000 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

**Utica National Electrical Contractor.** mo. Average for 1905, 2,645.

**Utica Press.** daily. Otto A. Meyer, publisher. Average for 1905, 14,258.

## NORTH CAROLINA.

**Concord.** Twice-a-Week Times. Actual average for 1905, 2,262.

**Raleigh.** Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1903, 10,206.

**Raleigh.** Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 31, 1906, 6,551; weekly, 5,200.

**Raleigh.** News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other daily in the State.

**Winston-Salem.** leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

## NORTH DAKOTA.

**Grand Forks.** Herald. Circ'n Aug. 1906, 8,019. North Dakota's biggest daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

**Grand Forks.** Normanden. Av. yr. '05, 7,201. Av. for Jan., Feb., Mar. and Apr., 1906, 7,795.

## OHIO.

**Ashtabula.** American Sanomat. Finnish. Actual average for 1905, 10,766.

**Cleveland.** Plain Dealer. Est. 1841. Actual daily average 1905, 77,899 (Sun., 74,960) (M., Sept., 1906, 76,899 daily; Sun., 85,774).

**Coshocton.** Age. Daily av. 1st 6 mos. '06, 3,101; in city 10,000 factory pay-rolls \$150,000 monthly.

**Springfield.** Farm and Fireside, over ¼ century leading Nat. agri-cult'l paper. Cir. 415,000.

**Dayton.** The Watchword. Illus. Young People's Pap'r. Av. 1905, 35,519. 15c. peragate line.

**Springfield.** Woman's Home Companion. June, 1906, circulation, 555,000; 115,000 above guarantee. Executive offices, N. Y. City.

**Youngstown.** Vindicator. D'y av. '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

**Zanesville.** Times-Recorder. Av. '05, 10,564. Guaranteed. Leads all others combined by 50%.

## OREGON.

**Portland.** Journal. Daily and Sunday. Actual average for first six months of 1906, 25,406. Average for August, 26,822.

**Portland.** Pacific Northwest, mo. 1905 average 15,585. Leading farm paper in State.

**Portland.** Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

## PENNSYLVANIA.

**Erie.** Times, daily. Av. for 1905, 15,248. September, 1906, 17,377. E. Katz, Sp. Ag., N. Y.

**Harrisburg.** Telegraph. Sworn av., Aug. 18, 688. Largest paid circula'n in E'd g., or no pay.

**Philadelphia.** Confectioners' Journal. mo. Av. 1904, 5,004; 1905, 5,470 (©).

**Philadelphia.** Fair Journal, monthly. Wilmer Atkinson Com-pany, publishers. Average for 1905, 563,266. Printers Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,"



"has been pronounced the one 'that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them 'through its advertising columns.' " Unlike any other paper."

**Philadelphia.** German Daily Gazette. Av. circulation, 1905, daily 51,500; Sunday 44,465. Sworn statement. Circulation books open.

"In Philadelphia nearly everybody reads THE BULLETIN."

# The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1906:

1.....	209,595	16.....	Sunday
2.....	Sunday	17.....	224,604
3.....	278,273	18.....	226,446
4.....	217,807	19.....	217,969
5.....	223,219	20.....	208,794
6.....	221,445	21.....	213,796
7.....	122,940	22.....	219,810
8.....	209,864	23.....	Sunday
9.....	Sunday	24.....	222,079
10.....	216,385	25.....	224,025
11.....	216,166	26.....	223,764
12.....	221,514	27.....	221,814
13.....	226,677	28.....	219,083
14.....	230,826	29.....	222,488
15.....	229,191	30.....	Sunday

Total for 25 days, 5,611,184 copies.

NET AVERAGE FOR SEPTEMBER.

**220,447 copies a day**

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia, October 4, 1906.

**Philadelphia.** The Merchants' Guide, published weekly. "The paper that gets results."

**Philadelphia.** The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,479; Sunday average, 148,949.

**Philadelphia.** West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

**Pittsburg.** The United Presbyterian. Weekly circulation 1905, 21,546.

**Williamsport.** Grit. America's Greatest Weekly. Average 1905, 226,713. Smith & Thompson, Repts., New York and Chicago.







**West Chester.** Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York.** Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.

### RHODE ISLAND.

**Pawtucket.** Evening Times. Aver. circulation four months ending April 30, '06, 17,502 ( sworn ).

**Providence.** Daily Journal, 17,625 ( @ @ ). Sunday, 20,555 ( @ @ ). Evening Bulletin 57,755 average 1905. Providence Journal Co. pubs.

**Providence.** Real Estate Register; finance, b'd g, etc.; 2,525; sub's pay 24% of total city tax. 4,467. Largest circulation in Southern R. I.

### SOUTH CAROLINA.

**Charleston.** Evening Post. Actual dy. average for 1905, 4,505. August, 1906, 4,658.



**Columbia.** State. Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1906, daily 11,005 ( @ @ ); Sunday 11,978 ( @ @ ).

### TENNESSEE.

**Knoxville.** Journal and Tribune. Daily average year ending December 31, 1905, 15,018. Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville.** Sentinel. Ar. 1st 6 mos. '06, 11,108. Carries more advertising in six days than does contemporary in seven. Write for information.

**Memphis.** Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 34,915. Sunday 55,887, weekly, 80,685. Smith & Thompson, Representatives N. Y. & Chicago.

**Memphis.** Times, Sunday. Circulation year ending February, 1906, 2,110.

**Nashville.** Banner, daily. Aver. for year 1905, 8,722; for 1904, 20,702; for 1906, 50,327.

### TEXAS.

**Beaumont.** Texas, Enterprise. Average 1905, 5,487; present output over 10,000 guaranteed.

**El Paso.** Herald, Ar. '05, 5,011; June '06, 6,169. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

**San Angelo.** Standard, weekly. Average for year ending May 5, 1906, 5,015 (\*).

### VERMONT.

**Barre.** Times, daily. F. E. Langley. Ar. 1905, 5,527; for last six months, 1906, 4,065.

**Burlington.** Free Press. Daily av. '05, 6,558, for June, 7,674. Largest city and State circulation. Examined by Association of American Advertisers.

**Burlington.** News, daily, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

**Montpelier.** Argus. Actual daily average 1905, 5,242.

**Rutland.** Herald. Average 1904, 5,527. Average 1905, 4,256.

**St. Albans.** Messenger, daily. Actual average for 1905, 5,051. Jan. 1906 to Sept., 1906, 5,518.

### VIRGINIA.

**Danville.** The Bee. Ar. 1905, 2,546. Sept., 1906, 2,574. Largest circ'n. Only eve'g paper.

**Richmond.** News Leader. Sworn dy. av. 1905, 29,545. Largest in Virginia and Carolinas.

### WASHINGTON.

**Tacoma.** Ledger. Average first six months 1905, daily, 15,878; Sunday 21,111; w'y. 9,642.



**Seattle.** Post-Intelligencer ( @ @ ). Average for Sept., 1906 - Week-day, 26,249; Sunday, 36,671. Only m'n'g paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.

**Tacoma.** News. Average first four months 1906, 16,212; Saturday, 17,657.

### WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

**Ronceverte.** W. Va. News, w'y. Wm. B. Blake & Son, pubs. Average first 7 months 1906, 2,152.

### WISCONSIN.

**Janeville.** Gazette, d'y and s-w'y. Circ'n - average 1905, daily 3,149; semi-weekly 5,059.

**Madison.** State Journal, dy. Circulation average 1905, 3,452. Only afternoon paper.

**Milwaukee.** Evening Wisconsin, d'y. Ar. 1905, 26,648; August, 1906, 28,158 ( @ @ ).



**Milwaukee.** The Journal, ev'g. Average 1905, 40,517; Sept., 1906, 46,100. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

**Oshkosh.** Northwestern, daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.



### THE WISCONSIN AGRICULTURIST.

**Racine.** Wis., Est. 1877, w'y. Actual aver. for 1905, 41,748; First five months, 1906, 47,272. Has a larger circulation in Wisconsin than any other paper. Adv. \$20 an inch N. Y. Office. Temple Court. W. C. Richardson, Mgr.

**Sheboygan.** Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

### WYOMING.

**Cheyenne.** Tribune. Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.

### BRITISH COLUMBIA.

**Vancouver.** Province, daily. Average for 1905, 9,687; Aug. 1906, 10,565. H. DeClerque, U. S. Rep'r., Chicago and New York.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Ar. for 1904, 4,556 ( \* ); for 1905, 4,505. U. S. Rep., H. C. Fisher, New York.

### MANITOBA CAN.

**Winnipeg.** Free Press, daily and weekly. Average for 1905, daily, 50,648; daily, Sept. 1906, 55,210 w'y. av. for mo. of Sept., 21,612.

**Winnipeg.** Telegram. Daily average July, 21,249. Flat rate, 42c. inch daily or weekly.

**Winnipeg.** Der Nordwesten. Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000 - its exclusive field. Aver. for the year end, June, 1906, 15,817; aver. last six months, 15,892.

### NOVA SCOTIA, CAN.

**Halifax.** Herald ( @ @ ) and Evening Mail. Circulation, 1905, 15,658. Flat rate.

### ONTARIO, CAN.

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,055.

**Toronto.** The News. Sworn average daily circulation for six months ending June 30, 1906, 38,403. Advertising rate 50c. per inch. Flat.

### QUEBEC, CAN.

**Montreal.** La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily, 80,259; 1905, 96,771; weekly, 48,207.

**Montreal.** Star, dy. & w'y. Graham & Co. Ar. for 1904, dy. 56,795, w'y. 125,240. Av. for 1905 dy. 58,125; w'y. 126,507.



# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

## WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

## GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905, Daily \$8,590 (◎◎). Sunday 48,721. Wg. '04, 107,925.*

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,943.

## ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more news than all others in its line.

THE INLAND PRINTER, Chicago. (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

VOGUE (◎◎) is authority on woman's fashions. Its readers represent purchasing power.

ENGINEERING NEWS (◎◎).—The leading paper in the engineering world.—*Herald, Syracuse.*

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

*In 1905, average issue, 19,000 (◎◎).*

D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 13,865.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great—Influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

## PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎). a conservative, enterprising newspaper without a single rival.

## SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE.

THE TRADESMAN (◎◎). Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

## VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

## WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

## CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

## COLORADO.

THE Denver Post, Sunday edition, October 14, 1906, contained 5,879 different classified ads, a total of 123 2-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

MERIDEN, Conn., MORNING RECORD, old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

## DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (C. & O.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

## ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

## INDIANA.

THE Indianapolis NEWS during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

## IOWA.

THE Des Moines REGISTER AND LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

## KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

## MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 224,369 classified ads. There were no trades, deals or discounts. There was a gain of 6,894 over the first six months of 1905, and was 96,355 more than any other Boston paper carried for first six months of 1906.



25 CENTS for 30 words, 5 days.  
DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

## MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; leading medium; circulation in excess of 14,000; one cent a word.

## MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in September, 167,344 lines. Individual advertisements, 26,485.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

## MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

## MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

## NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

## NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 5 cents per month.

## NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Western N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**WATERTOWN DAILY STANDARD**. Guaranteed daily average 1906, 7,000. Cent a word.

**OHIO.**  
**YOUNGSTOWN VINDICATOR**—Leading "Want" medium. 1c. per word. Largest circulation.

**OKLAHOMA.**  
**THE OKLAHOMAN**, Okla. City, 13,582. Publishes more Wants than any four Okla. competitors.

**OREGON.**  
★ **PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, 25,352.

**PENNSYLVANIA.**  
**THE CHESTER**, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!**  
Want Ads. in THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."  
Net paid average circulation for September, 1906: 220,447 copies per day.  
(See Roll of Honor column.)

**LORD & THOMAS** says:  
"The Philadelphia **GERMAN GAZETTE'S** Sunday edition lately brought one of our advertisers sixty-four replies from one insertion of a \$6.00 'ad,' when but half as many were received from four English Sunday papers in the same city at a cost of \$30.00."  
Write for rates.  
**"There's a Reason."**

**RHODE ISLAND.**  
**THE EVENING BULLETIN**—By far the largest circulation and the best Want medium in R. I.

**SOUTH CAROLINA.**  
**THE NEWS AND COURIER** (©©), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.

★ **THE COLUMBIA STATE** (©©) carries more Want ads than any other South Carolina newspaper.

**CANADA.**  
**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892— sworn to.) Carries more want ads than any French newspaper in the world.

**THE MONTREAL DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE WINNIPEG FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**WOMAN ADVERTISING EXPERT IN CALIFORNIA.**

A number of women are successfully engaged in advertising work on the Pacific Coast. Among them no one has made more pronounced success during the last year or so than Mrs. M. E. L. Allen who has developed quite a considerable clientele among Los Angeles advertisers. In order to better handle her work she has recently opened an office at 116 North Broadway, Los Angeles, and has installed a unique feature in the shape of a correspondence department. Her work has been and will continue to be largely among real estate firms and her correspondence department is devised to handle the correspondence and follow-up work for those firms which are not properly equipped to handle it themselves. She will continue to make a specialty of booklets and advertising devices.—*Mertz' Magazine.*

**KODAK EXHIBITION.**

An excellent method of advertising the Kodak has been devised in the exhibition of kodak pictures lately held in Boston. This show lasted two weeks, and was organized to demonstrate that the kodak is simple and effective, as well as artistic. The pictures exhibited were bromide enlargements of snapshots, and each was the size of the paintings in a regular art exhibit. Lectures on kodak work, illustrated with the stereopticon, were a feature.

**ITALIAN NEWSPAPERS.**

Newspapers are beginning to flourish in Italy. The first in circulation and enterprise is the *Evening Courier* of Milan, with 120,000 circulation and an equipment of American Hoe presses. The *Tribuna* of Rome is next in circulation and influence, with an output of 100,000 copies daily. The *Mattino* of Naples follows, with 80,000, and the radical *Messenger* of Rome, with 60,000.—*Exchange.*

A MAGAZINE designed to appeal to brokers and butchers, millionaires and mill workers, society leaders and sou-brettes, may contain some element of interest to all, but it can never make itself essential to the happiness and prosperity of any individual class.—*Good Housekeeping.*

# SPECIAL ISSUE of PRINTERS' INK

In addition to the regular mailing list, PRINTERS' INK for the above date will be sent to a

## *Selected List of General Advertisers*

between 7,500 and 8,000 in number. The primary purpose of sending these copies is to increase the number of subscribers for the paper. The fund of practical information which PRINTERS' INK annually contains would assuredly be of value to every man in this country who is conducting a campaign of general advertising, and the publishers desire to secure all such persons as permanent readers.

If you are a publisher of a newspaper or magazine of character, one that can present attractive facts for an advertiser, you can find no more effective and economical medium than PRINTERS' INK and especially the forthcoming special issue.

This assertion also holds true for anyone else who makes or deals in anything which

**For space in this issue  
address at once**

**PRINTERS' INK**

# PRINTERS' INK

## November 28, 1906

list, large and small advertisers use. Adwriters, makers of novelty and office supplies, printers and engravers, can use this edition to bring their announcements before a responsive and responsible audience.

---

*Press-Day for this edition,  
November 21, 1906.*

---

There will be no advance in the advertising rates, which are as follows:

CLASSIFIED ADVERTISING: 20 cents a line.  
DISPLAY ADVERTISING: \$40 a page; \$20 a half-page; \$10 a quarter-page; \$3 an inch. For SPECIFIED POSITION, selected by the advertiser, double price is charged.

Five per cent discount is allowed from these prices if payment is made on or before date of publication.

**PRINTERS' INK 10 SPRUCE STREET  
NEW YORK CITY**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

**Issued every Wednesday.** Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements 20 cent a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, October 24, 1906.

DECEIVE a customer and you lose the trade of a family.

HERE is a good motto for the man who wishes to become a successful advertiser: Study people, study publications—and persevere.

HE who has few wants has great possessions.—*Old Proverb*. This was first stated, however, before the advent of classified advertising in newspapers.

THE man who makes his failures the stepping-stones to Success is the man who will reach Success. "Never say die" is a bit of advice that has not been overlooked.

YOU can buy twenty tons of coal for what one small diamond will cost you, and the coal may be dear at five dollars a ton and the diamond cheap at a hundred dollars. Bear this in mind when comparing the advertising rates of various mediums, but do not overlook the fact that for your business it is possible the coal may be more useful than the diamond.

ONE of the curiosities of the advertising business is the man who kicks at paying twenty dollars for good copy and then cheerfully pays newspapers two or three hundred dollars, over and above regular rates, for placing his ad next to matter that costs only eight dollars a column.

A LARGE amount of reading engenders among the public a habit of forgetfulness. In the early days, when men read little and read it earnestly, the attempt of the advertiser to keep out of view for a little period now and then, perhaps, was no dangerous experiment. To-day when everybody reads, and most folks read very much, the advertiser must fight his battle to be remembered with vigor. His competitors will make every effort possible to be remembered in his stead, if he steps out of the race for even a short period. The only remedy for popular forgetfulness is not to give the opportunity to be forgotten.

## Editors in Politics.

Apologizing for the political campaign in the Empire State the New York *Sun* cites instances tending to show that the editor who essays the role of a practical politician frequently makes a botch of both vocations.

It is recalled that Horace Greeley ran for President, retaining at the same time the ostensible editorship of the New York *Tribune*, and Mr. Greeley was defeated by Gen. Grant in 1872 by 244 votes in the Electoral College, and 1,763,991 in the popular vote, Whiteley Reid, candidate for Vice-President in 1892, and editor of the New York *Tribune* at the time, was overwhelmingly defeated in that campaign. It is also recalled that President Harrison's nomination of Murat Halstead to be Minister to Germany was rejected by the Republican United States Senators because Mr. Halstead had severely criticised many of them. There are, however, exceptions to all rules. Thurlow Weed and Daniel Manning were great editors of newspapers and at the same time thorough-paced practical politicians. Mr. Weed made the Albany *Evening Journal* a power for the Whigs and the Republicans for more than fifty years, and Mr. Manning made the Albany *Argus* the great exponent of Democracy in the Empire State. James G. Blaine, John Hay and David B. Hill are among the newspaper men who became successful politicians, but in order to become finished politicians and statesmen they had to leave their editorial chairs and devote themselves solely to politics.

**On Fifth Avenue.** Things now begin to stir in the new retail shopping district of New York, on Fifth Avenue. The Altman and McCreery stores have both opened this month. Altman's establishment is between 34th and 35th streets, with frontage on three thoroughfares, and the arrangement of stock in the old store has been closely followed. The main entrance of the new McCreery store is opposite the Waldorf-Astoria, in West 34th street, and the building extends through to 35th street. The old McCreery store downtown is continued, but stock will not be exactly duplicated, though the same quality is to be maintained in both establishments. The executive offices will be at the new building. An interesting campaign incident to the opening of the new McCreery store was large copy in New York dailies for the constructors, the Thompson-Starrett Company, giving structural details and calling attention to the speed with which the building has gone up, unhindered by labor troubles, and within the original estimate of cost.

---

**A Figure of Clay.**

When Third Assistant Postmaster General Madden appeared before the Postal Commission appointed to investigate and report to Congress its findings relative to the second-class of mail matter, one of the recommendations he made was in favor of the appointment of a permanent commission to decide questions arising under the postal laws. To some who were present when General Madden made this suggestion his advocacy of a tribunal to which he, himself, would be subject came as a surprise. It has frequently been assumed that General Madden is fond of exercising his authority; that he would be the last man to consent to any limitation of the almost autocratic powers which, under the Postmaster General, he exercises. But General Madden, himself, as well as the publishing fraternity, has a reason for wishing

to give permanency to interpretations of the postal laws. Under our present system each Postmaster General interprets the law according to his understanding of it; but the decision of one Postmaster General is not binding upon his successor. The present Third Assistant Postmaster General has been more prominently identified with postoffice reform and for a longer time than any other postoffice official. He has held office longer than any other Third Assistant Postmaster General and this, coupled with the fact that each Postmaster General under whom he has served has been convinced of the necessity for reform, has enabled him to carry on the work of correcting the more conspicuous abuses of the second-class privilege. But no one knows better than General Madden, himself, that all that he has accomplished could be undone in a moment by a Postmaster General who did not happen to be in sympathy with his ideas. No man who takes pride in his work wishes to see the results of his efforts nullified by another. General Madden has worked hard in the interest of postoffice reform. He has not accomplished all he set out to do, but he has accomplished much. He has not always been right, but he has been right oftener—much oftener—than he has been wrong. Differences of opinion between himself and publishers have existed, and still exist; but, aside from those who have been injuriously affected by his decisions, it is safe to say that publishers generally approve of what he has done. But while he has been toiling he has been aware every moment of every day that the rulings that have enabled him to correct some of the abuses he set out to terminate are "writ in water." The figure of Postal Reform he has modeled is a figure of clay, liable to crumble at any moment. There is no permanency to anything that he has done. Hence, he too is in favor of a permanent commission whose decisions shall be binding on all. Only in this way can he hope to see his figure of clay cast in enduring bronze.



THE Baer-Wadsworth Agency, New York, has added an art department.

ACCORDING to the statistics collected by the *Evening Post*, the school advertising in New York papers, for the first nine months of 1906, stands as follows:

Papers.	Lines.	Gain.	Loss.
Eagle (Bklyn.)..	62,663	3,887	..
Times .....	52,117	9,703	..
American.....	34,203	..	4,799
M. Sun.....	33,702	6,743	..
Post.....	32,100	1,881	..
Herald.....	32,350	766	..
Tribune.....	30,636	..	3,399

THE Providence, R. I., *Bulletin*, calls the attention of the Little Schoolmaster to the fact that the page of the *Tribune* of that city is eight columns in width. It follows consequently, that the seven-column "Topsy Turvy Sale" advertisement which was reprinted recently in PRINTERS' INK did not occupy a full page in the *Tribune*. The same advertisement appeared in the *Bulletin*.

SOME excellent literature, dignified in tone and magnificently printed, comes from the American Security and Trust Company, Washington, one notable piece being a descriptive booklet showing the banking rooms and various departments, with the company's classic building on the cover. Another effective thing is the series of well-made souvenir post-cards with views of the building, for use of patrons and strangers.

AN appropriation of \$1,000 will be spent to advertise Washington, Oregon, Montana and Idaho as an outcome of the recent discussion there. The following publicity committee has been appointed:

Chairman—Graham B. Dennis, Spokane Chamber of Commerce.

Montana: Governor John R. Toole, Missoula; P. B. Moss, Billings; T. J. Nerney, Butte.

Idaho: J. E. Clinton, Jr., Boise; Henry L. Day, Wallace; Mark A. Means, Lewiston.

Oregon: Theodore B. Wilcox, Portland; D. H. Jackson, Jacksonville; Thomas Wright, Union.

Washington: G. B. Dennis, Spokane; E. F. Benson, Prosser; John Byrne, Olympia.

The advertising and press bureau will be in Spokane, under the direction of Mr. Dennis.

*El Comercio*, now in its thirty-second year, is the oldest Spanish commercial paper in North America, and from its prosperous appearance one would readily believe that its proprietor gets his luncheon at Delmonico's, and rides in an automobile. Its office of publication is at 126 Liberty street, New York.

## IS THE TOWER STRAIGHT?

The completion of the tower upon the top of the enlarged building of the New York *Tribune* called forth the following communication recently in the *Sun*:

NEW YORK.

To the Editor of the *Sun*:

SIR—Your charming neighbor, "the Tall Tower," appears to be approaching its second completion. The kink in its midst is more noticeable than when it was shorter. In fact, there's a sort of corkscrew effect. Is it an optical delusion—or is the darned old thing in p.umb anyway? MICHAEL A. LOW.

This might be a matter of vital importance to PRINTERS' INK if the tower should topple over some day, toward the south-east.

## CHICAGO ADVERTISERS' ASSOCIATION.

At a meeting of the Chicago Advertisers' Association, October 8, the following officers were elected:

President—F. L. Rossbach, Washington Shirt Company; first vice-president—J. Ellsworth Cross, advertising photography; second vice-president—M. M. Fletcher, treasurer Bell Tailoring Company; third vice-president—E. D. Moeng, president the Franklin Company; treasurer—H. R. Kent, cashier Fort Dearborn National Bank; secretary—F. T. Short, J. Walter Thompson Company; financial secretary—Charles A. Ravell, advertising manager Merchants' Loan and Trust Company. Directors—W. H. Karnes, sales manager the Gunning System; W. D. McJunkin, proprietor McJunkin Advertising Agency; S. Samson, manager H. D. Beach & Co.; W. R. Emery, western manager *Everybody's Magazine*; Joseph Deutsch, president Edwards & Deutsch Lithographing Company; Franklin Hobbs, proprietor the Letter Shop; Guy S. Osborn, newspaper representative; L. S. Tiffany, treasurer O. W. Richardson Company; R. J. Kittredge, president R. J. Kittredge Company; Edwin Rood, proprietor "Rood system."



THE *Press* claims that during the first nine months of the current year it published fifty-five per cent more financial advertising than any other Philadelphia paper.

A NEAT folder showing the plant of the Massengale Advertising Agency, in Atlanta, was issued for distribution to delegates to the National Association of Retail Druggists' convention in that city. A list of the proprietary accounts handled by this agency was given, the remedies being familiar to all druggists. It includes the following:

Coca Cola, Ramon Remedies, Harris Lithia Water, Dr. Tichenor's Antiseptic, Plantation Chill Tonic, Tate Water, Capudine, Johnson's Chill & Fever Tonic, A. A. Dentifrice, Cuesta-Rey Cigars, Walla-Walla Chewing Gum, Red Rock Ginger Ale, Nosenia, Coca-Cola Chewing Gum, G. E. P., Malto Ferrin, Wurtzburger Malt Extract, Racahout, L. L. L., Acme Malt Tonic, Mountain Herbs, Tetterine, Pinnacle Malt Extract, Laxo, Pitts Carminative, Gowans Pneumonia Cure, Gambles Tooth Powder, B. B. B., Baby Ease, Chick Springs Water.

#### INTERESTING PROCEDURE.

William Randolph Hearst has lately asked the Patent Office for trademark rights on the titles *American* and *Journal* in about twenty different cities, submitting for each a fac-simile heading of a proposed newspaper. Some publishers see in this a newspaper trust, and others believe that Mr. Hearst has up his sleeve a political move in connection with his Presidential aspirations.

If newspapers refuse him support in these cities, he will threaten to establish a rival paper. The list is as follows:

San Francisco Examiner, the Weekly Examiner, Washington American, Pittsburg Journal, Los Angeles Examiner, Washington Journal, St. Louis American, New Orleans Journal, Pittsburg American, Philadelphia American, St. Louis Journal, Cleveland American, San Francisco Journal, Cleveland Journal, New Orleans American, San Francisco American, New York American and Journal, by the Star Company; New York American, by the Star Company; Morgen-Journal, by the Morgen Journal Association of New York; New York Journal, by the New York Evening Journal Publishing Company; Boston American, by the New England Newspaper Publishing Company.

It would be an excellent idea for you to plan to do something in 1907 which you have probably not done in the past.

Make up your mind to issue monthly, or semi-monthly, a series of matter to go out through the mails to your customers and possible customers, explaining your reasons for being in business and soliciting orders in a sensible and convincing manner.

Such work helps to hold customers by meeting and counteracting the arguments of the other fellow. It brings new business and constantly increases your field and the number of accounts on your books. Such a campaign may be in the form of novel folders, booklets, letters—whatever may be best adapted to the particular needs of your business.

We make a specialty of preparing, illustrating and printing, in the finest possible manner, unique and attractive series of this class of matter. If you have never done any of this kind of advertising, you ought to, as it is the most direct, effective and economical way of keeping in touch with the trade. If you have used it, you have probably fallen into a rut from which we can lift you to your satisfaction and advantage.

#### THE ETHRIDGE-KENNEDY COMPANY,

Hartford Building,  
No. 41 Union Square,  
New York City.

'Phones 4847-8 Gramercy,

N. W. AYER & SON are placing the advertising for Elgin watches.

New copy for Cottolene is being sent out by the Mahin Agency, Chicago.

L. A. SANDLASS, the Baltimore agent, is placing the Hunter's Rye advertising.

TOILET-TRIELET advertising will be placed in magazines by Andrews & Coupe.

New copy for Remington Typewriters is going out through the Wyckoff agency.

MONARCH Typewriter advertising is being placed by J. A. Richards, New York.

E. T. HARVEY of Philadelphia is asking rates on automobile advertising in Pennsylvania papers.

By direct contract the Buther's Medical advertising is being placed in New England weeklies.

RATES in weeklies and semi-weeklies for 2,000 lines are asked by J. W. Thompson, New York.

ALBERT FRANK & COMPANY, New York, are placing advertising for Gruenfeld Linen, of Berlin.

DAILIES are receiving classified advertising from Henry Smith of the Guardian Registry Company, New York.

THE Aetna Self-Heating Food Company is completing advertising contracts through Andrews & Coupe, New York.

ON November first the New York office of Julius Mathews, the Boston special will be removed to 1 Madison Avenue.

J. WALTER THOMPSON, New York, is placing in southern papers only the advertising of the Southern Cotton Oil Company.

THE Bedford Mills Company is placing \$40,000 worth of advertising in fashion papers, through the Baer-Wardsworth Advertising Agency of New York.

THE Denver Chemical Manufacturing Company is sending its patrons a set of four cards entitled "The Antiphlogistine Girl," artistically printed in sepia brown.

THE *Oklahoman*, of Oklahoma City, has just installed a four-deck, three-color Goss press, and two additional linotype machines. The remarkable growth of the new State made the improved equipment imperative.

THE Des Moines *Capital*, which originated the Bargain Day subscription scheme, is now preparing for its ninth annual Bargain Day, or rather Bargain Days, as the scheme has been expanded to include the week of December 21st to 28th. The *Capital* issues more than 200,000 sample papers in soliciting for its Bargain Day each year.

THE Business Builders is the name of a new firm of advertising counselors, writers and designers started at 111 Nassau street, New York. J. St. Clair McQuilkin, business manager, was formerly advertising manager of the Remington Typewriter Company. Maxwell J. Martell, a well-known illustrator and designer of fashions for men, will handle the art department.

FOR the purpose of showing how little California has been hurt as a whole by the earthquake, a magazine advertising campaign is to be undertaken by a promotion league, says *Mert's Magazine*. The first ads may appear in January magazines, continuing through 1907 except during the months from May to August. Newspapers will also be used, the first ads appearing as early as November, forty dailies east of the Rockies being under consideration. Six representative farm monthlies will also be on the list.

A NEW element in political advertising is disclosed in the sequel to the campaign made in newspapers throughout New England last year by Henry M. Whitney, candidate for lieutenant-governor of Massachusetts. The R. P. Tillman Advertising Agency, of Boston, is suing Mr. Whitney for a balance of the cost of advertising, which ran to over \$2,000. The committee in charge had agreed to spend \$1,100, and refused to pay more. The courts have decided that the agency exceeded its authority in inserting further advertising, and that the account was not collectable.

MYRON G. BROWNELL, president of the Inland Press Company of Denver, is familiar with PRINTERS' INK but has trouble in ascertaining where it is published. "Would suggest you put your address on the front cover. It's a nuisance to hunt the average editorial page. Life is too short," he writes. Can it be that Brother Brownell has already lived too long or that his eyesight has gone back on him? PRINTERS' INK is issued in New York. "PRINTERS' INK, New York" is a sufficient address. The son of a rich Ohio man once made a voyage across the ocean and when his friends applied to his father for his address they were told, "Just Europe; Sam'll make himself known over there." The Little Schoolmaster is well known in the great metropolis.

ONE of the live publications of Mexico, evidently, is the Mexican *Mining Journal*, Mexico City. The *Mining World*, Chicago, recently issued a commendable edition on Mexico, and the Mexican publication followed it up with a mailing card, as follows:

Did you see the Special Mexican Edition of the *Mining World*? Great isn't it? But people who catch monkeys go where monkeys live. People who catch Mexican trade go to Mexico for it. And if they want the Mexican buyer to buy their goods they tell him about it in Mexico. That is where he lives. If they told him about it somewhere else he might not hear it. To tell him in Mexico so he will hear costs less than 4 cents a year. That is what it costs to have your goods brought

prominently and effectively, each month for a year, to the direct, personal notice of the very men who annually spend millions of dollars for goods similar to yours. Isn't it worth that much to you to have him know your goods?

Write us for information—it is worth while.—*The Mexican Mining Journal*, Mexico City.

## ONE OF THE BUTLER RAT HOLES.

A correspondent of PRINTERS' INK writes from a western city under date of October 5th:

Some time ago PRINTERS' INK contained an extract from a circular sent out by B. D. Butler entitled "Rat Hole Circulation." It was strange to have that circular come from him treating the subject as he did. The *Mail Order Journal* for October comments on the circular. I inclose the page. It does not look to me that Mr. Butler is honest in his championship of paid circulation as the only real circulation. He is the publisher of the *Minneapolis News*. He has been selling advertising in the *News* on the basis of one cent a line for each 5,000 circulation. During the months of February and March, 1905, the *Minneapolis News* published at the head of its editorial column the circulation of the previous day of 20,000 or more copies. At the best these figures could only cover press run. On March 28, 1905, a circulation examiner, representing a number of America's largest general advertisers, examined the circulation of the *News* for the months of February and March, and in his report says that the total paid and unpaid circulation of the *Minneapolis News* for that two months' period was 15,168 and that the unpaid was 2,040 or a total paid of 13,128. His report goes on further to say "Previous to February 1, 1905, no effort was made to keep accurate records of the various sources of distribution of the *News*, and the records kept since that time are so incomplete and contradictory in places that some calculation was necessary to find the figures of paid and unpaid circulation."

"Examiner's figures of paid circulation in this report represent the number of copies that would be paid circulation under proper conditions. The usual records are not available to verify the paid country or mail circulation, and there seems to be no accurate records of the cash received from these sources of distribution."

"The cash receipts from the city paid circulation are from 30 per cent to 40 per cent below what they should be for the period examined, but the seemingly small collections are explained by the management as due to poor bookkeeping, and the fact that a large amount of money was paid in that was not properly credited."

Of the total circulation only 5,159 copies were paid in the City of Minneapolis.

### THE "HE AND SHE" PICTURE.

Is there anything in advertising for which the "He and She" picture has not been used? If so, that commodity must be a curiosity—there must be something wrong with it.

It started with Gibson, Hutt, Christy and similar practitioners in this school of illustration, and was originally a feature of the magazines. But then advertisers began to employ it in periodicals and printed matter, and now the average art editor must stand

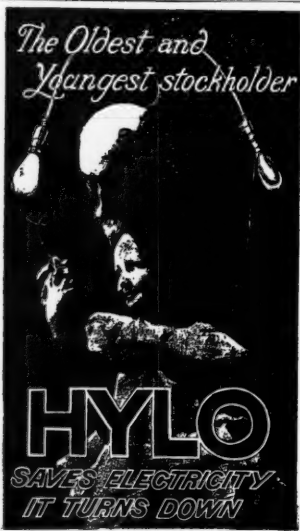
a magazine editor would pay, and accepting a grade of stuff that no editor would look at. With engraving, printing in color and tipping into the booklet, he has an "attraction" that costs him twice what the booklet itself cost, and which has no earthly bearing on anything described in its text, or on his goods—in fact, he has paid heavily for a feature that will draw attention away from his advertising story proper.

A railroad ought to be showing in the magazines photographic views of its lake country, with



AT ITS BEST.

ashamed when he tries to compete with business houses in buying this He and She stuff from artists of reputation. An advertiser puts together a booklet describing his product—which may be pig iron. He spends money on it, and goes over the arguments with care. He photographs his product, gets the plates just so, picks out an effective cover and is ready to go to press. But something is lacking. He sinks into thought, and finally decides that some He and She pictures are needed. So he hurries around and bribes a haughty illustrator to make three or four such pictures in pastel, paying him about four times what



ANOTHER KIND OF "HE AND SHE"  
PICTURE.

rates of summer trips. Does it? Sometimes. But more often half its space is taken up with a pastel of He and She spooning by the ocean side.

A piano-player devotes its space to claims for certain accent levers possessed by no other mechanism of the kind. Do photographs show these levers? No—they show He and She mooning over a vaguely drawn box-like arrangement that might be a Sunday School melodeon.

Here is a dandy new book from

the National Lead Company, entitled "A Talk on Paint." And it is a real talk on paint. It tells how to take a pellet of white lead and fuse it under the blowpipe at home and determine purity—and offers a blowpipe free to anyone who wants to make the test. It explains that the reason linseed oil is best for paint is because, when exposed to air, it not only dries, but takes in oxygen from the atmosphere as well and becomes an entirely new resinous compound. It tells what paint is, and why white lead is the ideal painting pigment, and how paint operates to protect wood, and what paint costs, and how to paint. This booklet is beautifully



AT ITS WORST.

printed and well illustrated with paint pictures. But when it was done the white lead people could not forbear having four pastels of the He and She kind inserted by Mr. Hutt.

One shows He and She making a garden, with a house (presumably painted) in the far background. In another we see the same He and She ready for a ride. We detect this by the fact that they have riding whips, and there is also a section of a country club in the background, with white marble columns—or are they painted with white lead? In a third picture He and She are humble country people, and their modest little home stands in the background—just the same old He and She of the blowzy hair and aristocratic nostrils, the far-away look and the leisure-class air, but dressed up in impossible stage "rube" togs. Oh, the farmer will be glad when he sees himself here as others see him! Lastly, there is a picture of She waiting for He in their suburban home,

probably a piece of art that will pander to the commuting element. You will have to send for this booklet, and read it over, and see what a thoroughly sensible, informative, technical, yet clear, paint book it is before you can realize what a play has here been made to the gallery.

Why do advertisers stick to He and She? In the first place such pictures were used to advertise men's and women's clothes, where they were usually in place and keeping. The clothes pictures have also been good from the standpoint of drawing—they are better than ever to-day. Clothes advertisers say that the peculiar type of soggy sophomore pictured in their ads has a permanent attraction for women, and that it wouldn't be safe to change the type. But it would be an erotic woman who wants to see this sort of big buck white man everywhere—at home and on the street, in ready-made clothes and \$3.50 shoes, when she goes away for the summer and when she goes abroad, in breakfast food ads and paint books.

If this matinee idol school of illustration really pulls, perhaps there is no need of objecting to it. But what if it doesn't? What if a lot of people are tired of it? How insipid for advertisers to keep up the cult. How many thousands of dollars' worth of good printing, engraving and advertising space are in that case devoted to something that isn't goods, isn't business, isn't advertising. For in only one case out of a hundred has the ordinary He and She picture any bearing on the advertising argument it accompanies. If the advertiser were to abandon the He and She idea forever he would soon be getting better results in actual illustrations of his commodity, and digging up *genre* pictures of other phases of life. The He and She age is only one small stage in the great human comedy—and the puppyhood stage at that.

The use of He and She pictures indicates an imitative streak in advertisers. Strong publicity

usually reveals good imaginative powers in the man who describes and pictures the goods. He shows them by comparisons and illustrations that impress them upon readers. The idea of Pearlina's easy cleansing quality, for example, is enforced by the picture of a woman smashing a washboard. The truth that it is unwise to eat heavy food in summer, and better to eat a cereal like Egg-O-See, is made vivid by the contrast of a sweltering man in a fur coat with the thermometer at ninety. Such illustrations are things the reader would not imagine for himself. They are original, striking and likely to be remembered. But when an advertiser falls back on the sentimentality of He and She, the result is a picture that takes big space to be impressive, and an effect that has not a grain of surprise about it, and an idea that has perhaps long ago lost even its power to please. Instead of taking the initiative and forcing his view of his goods on readers, he is weakly printing the kind of picture that he assumes the public likes to see. Instead of making his advertisement say shoes! shoes! shoes! from beginning to end, from the time he catches the reader's eye until he says "Send for shoe booklet," he merely competes with the editor of the magazine itself in furnishing pretty pastels, in spite of the fact that every home in the country is probably overstocked with pastels already.

Does it seem logical?

#### SOCIETY TOUTING.

Though the existence of society touts is, in a vague way, a matter of general knowledge, it is a proof of how greatly the practice is spreading to find an advertisement such as the following, which appeared not long ago in a London daily paper: "A lady moving in good society required at once to wear and make fashionable a very beautiful and dainty article of jewelry. liberal remuneration; strict secrecy."—*Grand Magazine*.

A CHEAP advertising man without ideas is more liable to reduce the column of a concern's business in this era of strenuous business competition. —*Publishers' Commercial Union*.

#### WHAT THE CIRCULATION MANAGER IS UP AGAINST.

Last week we received the following note:

"Arkansas City, Kans.—Please change my address to Hammond, Minn." (No signature.)

In this case we wrote to the postmaster at Arkansas City, found that a certain subscriber's papers were unclaimed, and changed this address to Hammond, Minn. Another recent request for a change gave a chance for a little Sherlock Holmes work:

"Please change my address from Dark Harbor, Me., to Lowell, Mass. (Unsigned.)

This hitch was adjusted within a very few minutes. The list of our present subscribers in Dark Harbor was compared with the list in Lowell last winter, and a common denominator discovered.

Another form of postal is the one correctly addressed to us on one side, but with the reverse blank. These are filed away to await an irate letter a month later. Not long ago we received a card postmarked Boston, with nothing written on the back. A month later the following letter arrived:

"Four week's ago I asked you to change my address from Boston to Houston, Texas, which has not been done. If you cannot be more attentive to my requests I shall discontinue my subscription."

The address was changed, without any explanation on our part. An incident occurred last winter worth relating. A lady wrote to us complaining that she had sent us a dollar for a six months' subscription and had never heard from us. A careful inquiry revealed that she had pinned our address on a dollar bill and dropped it in a post box. A search through our office files revealed a tag addressed to us with two pin holes through it and postmarked from the source of trouble. We agreed to divide the loss and send the magazine a full year for another dollar, which was done. In this file where the tag was found we keep all the coin cards received without the name being filled in. There are about four hundred of these. In case they are postmarked from a small town we can sometimes identify them by writing to the postmaster, but when sent from a large city there is little chance of discovering the remitter. Routine troubles, such as unsigned checks, uncurrent money and unusable postage stamps are too common to be enlarged on. Here is a letter with some individuality which arrived a few weeks ago: "Please quote me the price of a life subscription to the *Independent*. I want to subscribe.—LUCY MORSE."

This tantalizing letter was postmarked Station H, New York City, but there was no other hint at an address. In a vain endeavor a delicately worded letter was sent to her at Station H, only to be returned a few weeks later, and Lucy is probably wondering at our lack of interest in the length of her life.—*Independent*.

## RESULTS BY TELEPHONE.

How little advertising is based on the telephone. The merchant prints his telephone number on each folder, or says "Telephone orders given prompt attention." But very seldom does he send out advertising matter in which telephone orders are made the main issue.

A barber in New York City has the right idea. His shop is on Broadway, in the downtown business district, where men are in a hurry. He distributes blotters through office buildings in his territory, and about the only thing on the blotter is the suggestion "Make appointment by telephone and so avoid waiting." Then follows the telephone number. This convenience requires no laudation, nor does the manner of exploiting it. They speak for themselves.

Hotels in the uptown Broadway district distribute every morning about ten o'clock a printed menu of the day's luncheon through surrounding office buildings. Business men see what's for lunch, and are doubtless often led to a particular hostelry by some special dish. But this advertising would be made much more effective if upon the menu were printed a prominent note to the effect that tables would be reserved by telephone. It might even be practicable with guests who are known to state that steaks, chops and other dishes requiring some time to prepare would be put on the fire at any desired time by telephone order, and served at the moment the guest is ready to come, thus saving what is to most people an unpleasant wait.

The grocer is a man who ought to profit by the consistent exploitation of this telephone idea. Telephones mean prosperous customers, living on a fairly liberal scale. The morning delivery service and house-to-house canvass for orders could be very materially accelerated by issuing a daily folder from which customers could order by telephone. A brief price-list of vegetables, fruits and other green stuff would not be

costly or inconvenient where a printing office is within reasonable distance, and the price-list could be issued within two hours after the morning's stock was in, and distributed to householders in the grocer's territory. Or if this were not advisable, folders could be sent out emphasizing the fact that housekeepers have only to take down their telephone receivers any morning to learn what is in the market.

People need to be reminded that they have telephones, and shown how to use them in ordering. The telephone companies make good capital of folders that explain the uses of a 'phone. Hundreds of persons would dash madly for the nearest fire alarm box in emergency, never reflecting that the 'phone is the quickest of all fire alarms, did not the companies remind them of it in advertising. Every telephone order received puts the cost of selling on the customer, who pays for the message. What is needed is advertising matter that will make this telephone issue prominent. Readers should be impressed with the idea that the telephone is there in their own homes, and that messengers wait at the store to carry out any order they may send in. The druggist should educate his neighborhood to the speed, ease and advantages of the 'phone in sending emergency calls for medicine. The physician would find this an unobjectionable form of advertising. The bank can get deposits by telephone, sending a messenger for them on request. The department store should make its daily bargains accessible by wire. Telephones are universal nowadays. They have a universal application to business. But the public is blind to many of their uses, and needs to be reminded by special telephone arguments.

❧ ————— ❧

WHEN you sit down to write an advertisement dismiss "the public" from your mind. Address yourself to one person. The way to sway the multitude is to carry conviction to the individual.



## SHOP SHOTS.

By Frank Farrington.

It's a wise merchant that knows the ways of his clerks after they leave the store at night.

It's a wiser merchant that is sure of the ways of his clerks while they are in the store. Don't take too much for granted.

Every new customer may be made into a regular customer. It all depends upon the way you are running your store. Don't take chances with any of your methods.

Many a good clerk has helped his employer's business by talking about the store to his friends outside. That's not telling tales out of school either.

The fellow who never peeps about the store when he is away from it cannot be very full of his work. A man talks about the things that he is interested in.

When you get a clerk who is clean in person and language, who is prompt and who always wears a cheerful countenance; though he makes mistakes in change, forgets to charge or guarantees the wrong goods, don't let him go. Develop him instead.

A new family comes to town. They are looking for a place to buy your kind of goods. Are they going to pick your store from the outside looks of it? Go out on the sidewalk and look it over yourself with an unprejudiced eye.

Who would think of buying newspaper space and then leaving it vacant? That's what a man does when he leaves his windows empty. Windows are the most valuable advertising space the store can have.

Have you been putting off the expense of new windows for a long time because you didn't have the price? Borrow it. The windows will pay the interest on the debt and the principle too.

Who likes to trade in a store where they have to look the entire stock over before they know whether they have the goods or not? You don't want to wait for that and neither does any busy man—or woman either.

Don't try to sell goods in the dark, unless you are running a second-hand shop. If you can't get enough daylight to show the goods off to their best advantage, run artificial lights all the time. Darkness and modern business methods hardly go together.

The merchant who tries to do business nowadays without marking his goods in plain figures and using plenty of price cards might about as well make up his mind to see his competitor succeed for he never will himself.

High-grade goods get the high-grade trade. Nine stores in ten can sell better goods than they ever sold yet. Cater to the classes, their business is profitable, but don't neglect the masses for a minute.

Unless you make your advertising

sell more than merely the goods advertised, you will lose the best of advertising's results. See that every clerk understands his duty in the matter of pushing the goods that are not called for.

HAVE you ever witnessed the joy of a child who has been led to reach an independent conclusion by the proper juxtaposition of facts already known? A fact thus taught will never be forgotten and will always possess the charm of independent discovery. By this we do not mean that advertisements dare be vague. Quite the contrary. They must be specific as to facts—direct and simple as words can present them. Conclusions may even be partially predigested, because the great public reasons slowly and imperfectly; but an advertisement defeats its purpose when it leaves nothing to be imagined, supplied or inferred by its readers.—*Mahin Messenger*.

## Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

## WANTS.

WANTED—Names and addresses of reliable R. F. D. patrons in Michigan. THOMAS, 524 Jackson Boulevard, Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Position as Pressman; experienced on six or eight page paper; Cox Duplex Flat Bed Perfecting Press; references. Address "G." care Printers' Ink.

MAN hunting is our business. If you are competent to earn \$1,000-\$5,000 write for booklet and state position desired; 15 offices. HAFGOODS, 305 Broadway, N. Y.

EXPERIENCED advertising solicitor wishes to represent high grade trade publication in New York and vicinity. Address for particulars, "SOLICITOR," care Printers' Ink.

ADVERTISING salesman wanted for real estate monthly and news weekly. Must be able to invest \$2,000 or more. Apply DRAWER G, Manitou, Manitoba.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1890), Springfield, Mass.

EXPERIENCED Manager (\$35). Advertising Job Printing and Practical Bookkeeper, desires location with a good daily or weekly paper. Good education; can do reportorial and edit, original work also. Could take financial interest. Address, "COMPETENT," care Printers' Ink.

WANTED—A man to act as advertising manager who has had some experience and who is competent to solicit among local advertisers and write advertising copy.

The situation to be offered is a permanent one on a newspaper in a city of over fifty thousand inhabitants. Please state age and experience, giving confidential references, and address "FRANKLIN," care of Printers' Ink, 10 Spruce St., New York City.



**"ADVERTISERS' MAGAZINE"**—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 415 Grand Ave. Kansas City, Mo.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert. 143 Metropolitan Annex, New York.

**YOUNG MEN AND WOMEN** of ability who seek positions as advertisers and managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 25 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**WANTED.** Here is a splendid chance for a thoroughly competent and experienced copy writer to place himself permanently with a large and growing Chicago agency. Owing to rapid increase of business we must have at once the services of a first-class writer and campaigner. Must be capable of analyzing a proposition and producing copy that will "make good." No novices wanted. Experience and original ideas absolutely required. State salary wanted, nature of past experience and be prepared to submit proof of successful work.

Address "Production,"  
Care Printers' Ink.

**WANTED**—An experienced and practical man to manage a job and newspaper plant, with a daily and weekly paper; doing an annual business of over \$25,000. Desires party able to buy an interest and take full charge of the business. For particulars address "L.25," care Printers' Ink.

## WANTED

In several States, experienced men as exclusive agents for handling Commercial Calendars, Catalogues, and Show Cards. Best references required.

**CAMPBELL ART CO.,**  
Flatiron Bldg., New York.

## TO EDITORS AND PRINTERS.

Do you want the Hoyle of the Printing Game? Send 50 cts. for the **MAGAZINE STYLE CODE**, a codification of the Devine System. Contains a dictionary of capitals, lists of compounds, and hundreds of alphabetical and classified rules.

**CROWN PUBLISHING CO.**  
560 Sycamore St. - Oakland, Cal.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

## A 9-Inch Agate Type Rule

made of metal. Measures both leaded and solid. Other type measures and type tables embodied, 50c. Postpaid. Send for folder. **L. ROMMEL, Jr.** 61d Merchant St., Newark, N. J.

**PASTE** for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. use it exclusively in 16 factories. Sample free. **CHAS. BERNARD**, Tribune Building, Chicago.

## 89 Adwriting Rules (Enlarged Edition)

gives in a condensed form practically the same instructions, type information, tables, etc., in advertisement writing that a \$25 to \$40 course teaches. Postpaid, 25c. Stamps or coin. A quarter's worth of the quarter back. **L. ROMMEL, Jr.**, 61d Merchant St., Newark, N. J.

## ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

**AUTO-ADDRESSER**—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an **IMITATION TYPEWRITTEN LETTER** and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

**AUTO-ADDRESSER**, 310 Broadway, N. Y.

## ADWRITING.

**I WRITE** good advertising, booklets, form letters and store papers. **R. E. GRANDFIELD**, Fall River, Mass.

## COIN MAILER

**\$2.00 PER 1,000.** For 5 coins \$3. Any printing. **\$2. ACME COIN CARRIER CO.**, Burlington, Ia.

## MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

## TRANSLATIONS.

**SPANISH** translations and commercial correspondence. Address **THE SPANISH-AMERICAN BUREAU OF COMMERCE**, Jamaica, N. Y.

## BOOKLETS.

**A D POINTS.** A booklet for the retailer. Money's worth or money back, 25 cents. J. H. RATHBUN, Sedalia, Mo.

## ADVERTISEMENT CONSTRUCTORS.

**N O** matter what your business I can help you. Tell me the nature of it, inclosing samples of advertising matter. Will make you a proposition; confidential. G. E. SNYDER, late advertising manager Ed. V. Price & Co. Address 408 Greenleaf Ave., Chicago.

**W E** have long passed the period, if there ever was such a time (which I tremendously doubt), when such bald brag as "best in the world—and most of it" may be mistaken for real advertising. The man who expects his advertising matter to be really profitable must make it not only probable, but distinctly interesting to the "general"—and this means the "indifferent"—reader.

I make Circulars, Folders, Price-Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, Newspaper, Periodical and Trade Journal Advertisements, etc., etc.—all of these with "peculiarities" of their own, and in all these strive to "practice" the above "preachment."

No. 64. FRANCIS I. MAULE, 402 Sanson St., Phila.

## PATENTS.

## PATENTS that PROTECT.

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. H. LACEY, Washington, D. C. Estab. 1869.

## ADVERTISING MEDIA.

**E L E V E N** physicians are getting rich in Troy, Ohio. The RECORD, only daily, is read by 70 per cent of their victims. High-class medical propositions accepted. Minimum rate, 4c., plates.

## The Farm Queen

## Guarantees Returns to Advertisers

Let us insert your ad in FARM QUEEN. If same does not pay you, don't pay us. Send ad, at rate 50c. per inch each insertion. Forms close 25th each month. Address

THE FARM QUEEN, Baltimore, Md.

## COIN CARDS.

**33** PER 1.000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

## PAPER.

**B** BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

## ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY.** 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

**THE IRELAND ADVERTISING AGENCY.** Write for Different Kind Advertising Service. 925 Chestnut Street, Philadelphia.

**ALBERT FRANK & CO.,** 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

## ILLUSTRATIONS AND ILLUSTRATIONS

**A D V E R T I S I N G** Cuts for Retailers; good; cheap. HARPER ILLUS. SYNDICATE, Columbus, O.

## PRINTERS.

**P R I N T E R S.** Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**W E** print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTG. CO., 514 Main St., Cincinnati, O.

## DIRECTORY OF NOVELTY MANUFACTURERS.

**A G E N T S** wanted to sell ad novelties, 25% com. 3 samples, 10c. J. C. KENTON, Oswego, N. Y.

**C R Y S T A L** Paper Weights with your advertisement, \$10 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

**W R I T E** for sample and price new combination Kitchen Hook and Mill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**F O R** live advertising novelties, specialties, business souvenirs, calendars, signs, read THE NOVELTY NEWS, official organ of the manufacturers. Full of suggestions, illustrated. 50c. a year. 173-4 Washington St., Chicago.

## CARTOONS.

**C A R T O O N S** furnished publishers by an experienced N. Y. newspaper artist. Service prompt very reasonable. Address "CARTOONS," care Printers' Ink.

## ADDRESSES FOR SALE.

**M A I L I N G** LIST—Denver business complete classified 7,000 names. Issued quarterly. \$1 per year. BROWNELL GUIDE, Denver, Colo.

**R U R A L** DIRECTORIES of Saginaw County, Mich. Printed and bound, 8,000 addresses of tax-paying farmers, price \$2. H. D. Spaulding, Saginaw, Mich.

## HALF-TONES.

**P E R F E C T** copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

## NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x6, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

**H A L F - T O N E** or line productions, 10 square inches or smaller, delivered prepaid, 75c. 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished, Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

## CARD INDEX SUPPLIES.

**G E T** prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

## PREMIUMS.

**T H O U S A N D S** of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (25c.) Greatest book of its kind. Published annually, 35th issue now ready; free. S. F. MYERS CO., 47 w. and 49 Maiden Lane, N. Y.

## POSTAGE STAMPS.

**U N U S E D** U. S. or Can. ship c. o. d. R. E. ORSEER, Broker, 2404 Milwaukee Ave., Chicago, Ill.

## EDITORS AND WRITERS' OPPORTUNITIES.

**W R I T E R S**, Artists, Publisher's unusual opportunity. Furnished office or desks, adjoining SEARCH-LIGHT INFORMATION LIBRARY'S millions of classified Pictures and Clippings, covering everything. 24 Murray Street.

## PUBLISHING BUSINESS OPPORTUNITIES.

**T R A D E** Paper: For Sale: Monthly foundation, \$500. Commercial monthly, \$3,500. Trade monthly, \$4,000. Trade monthly, \$5,000. Trade monthly, \$6,000. Trade weekly, \$15,000.

EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

**FOR SALE.**

**Q**UICK. Slightly used press for making rubber stamps. Good as new; \$150. **AUTOMATIC ADDRESSING CO.,** 403 E. Oliver St., Baltimore, Md.

**W**ILL save you \$250. Absolutely new Compositype; never used; for sale to quick buyer. Casts hundreds of faces and sizes. **AUTOMATIC ADDRESSING CO.,** 403 E. Oliver St., Baltimore, Md.

**S** of Hoe Web Perfecting Press; will print 10,000 eight-page papers or 30,000 four-page papers per hour. In perfect order. Must be sold at once. Buyer names the figure. Address **THE SUNDAY ADVERTISER, Trenton, N. J.**

**F**OR SALE—Campbell Cylinder Press; prints a six-column folio newspaper; speed 1,300 per hour; as good as new; does excellent job work; can be seen in operation. Price, \$275. \$100 down gets it. Owner has discontinued his newspaper. **THE SUMMERSETT PRESS, Red Bank, N. J.**

**F**OR SALE—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,500, in growing city of 18,000 population; doing between \$2,500 and \$3,000 of business per month and steadily increasing; in splendid field to improve. For particulars, price and terms, write **C. A. McCoy, Lake Charles, La.**

**ADDRESSING MACHINES.**

**A**DDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.,** 29 Murray St., New York, 401 Pontiac Bldg., 308 Dearborn St., Chicago, Ill.

**PHOTO-ENGRAVING.**

**PHOTO-ENGRAVERS, Designers, price list and samples sent on request. STANDARD ENGRAVING CO., New York.**



**DO YOU WANT** to sell your goods in Foreign Markets?

**DO YOU WANT** to get in touch with sales-agents or warehouse men before doing so?

**DO YOU WANT** to know in what countries there is a demand for your goods?

**DO YOU WANT** an estimate on what a successful advertising campaign in any country will cost you?

You can find out all of the above and a great deal more information that is to the point by writing to the

**INTERNATIONAL PUBLICITY SERVICE**

**Flatiron Building, New York**

Telephone  
2538 Gramercy

Cable  
"Exploit," N. Y.

# **"INK WISE."**

OFFICE OF RED STAR PRINTING CO.,  
MEDFORD, Mass., Oct. 13th, 1906.

*Printers Ink Jonson, New York, N. Y.:*

DEAR SIR—We received your sample book some time ago, and were pleased to see such a fine aggregation of colors and makeup.

The inks that you sent me some time ago were satisfactory, and all the inks that I received previously were strictly up to what you claimed for them to be; in fact, they could not be better if I had paid twice as much for them.

Some years ago we became "ink wise" and bought some of your ink and since then, practically all the ink we use is furnished by you. We do not use a very large quantity of ink at present, but hope to have more use for your goods in time, and you can rest assured that we will send you our orders.

Thanking you and wishing you success, we are

Very respectfully,

**RED STAR PRINTING CO.,**

J. E. FREDENBERGER, Manager.

Send for my price list and specimen book, and become "Ink Wise."

ADDRESS:

**PRINTERS INK JONSON,**

17 Spruce St., New York.

**T**HE recognized leading newspaper of Southwest Texas is the **SAN ANTONIO EXPRESS**. Absolutely without competition in its field. Pays all advertisers. Circulation: Daily, 14,300; Sunday, 19,200; Semi-Weekly, 19,000. As a classified advertising newspaper the Express ranks A1.

The retail merchants and the jobbers of San Antonio will testify to the fact that the San Antonio field may be covered thoroughly by the use of the Express alone, and that it cannot be covered nearly as well by the use of all other San Antonio papers combined.

Inquiries from San Antonio merchants will result in justifying you in picking out the Express for your advertising in that city and territory.

Address Express Publishing Co., San Antonio, Texas, or Jno. P. Smart, Mgr. New York Office, Room 628, 150 Nassau Street, New York, N. Y.

# Ridgway's



## Gives Service

RIDGWAY'S aims at service, not beauty.

Its army is on the firing line and not on dress parade. A soiled uniform and a stubby beard inevitably follow forced marches.

RIDGWAY'S deliberately sacrifices appearance to speed. It is edited by telegraph and printed on swift newspaper presses.

It takes four days to make a form ready on a magazine press. About four minutes—minutes, mind you—on a newspaper press.

The live matter is timelier by six days because it is run on a newspaper press.

Issued simultaneously in 14 Cities: New York, Washington, Boston, Atlanta, Chicago, Cleveland, Denver, New Orleans, Seattle, Philadelphia, Pittsburg, St. Louis, San Francisco and St. Paul-Minneapolis.

First print 260,000. Present rate \$1.00. Local rates for any of the local editions on application.

JOHN H. HAWLEY, General Advertising Manager.

HORATIO R. REED,  
Western Advertising Manager,  
Heyworth Bldg., Chicago.

RUFUS T. FRENCH,  
Eastern Advertising Manager,  
31 E. 17th St., New York.

THE RIDGWAY COMPANY  
Owners of *Everybody's Magazine*



**Not an Experiment,**  
**Tho' New Here.**

# HARMSWORTH SELF-EDUCATOR MAGAZINE

The most helpful periodical in the world.

The English and Canadian Editions are greatly successful.

**\$2,500,000** paid in subscriptions and news-stand sales of the English Edition since it started eleven months ago.

The Canadian Edition, nine months old, has almost from the beginning enjoyed a circulation of 40,000, equal to one per cent of Canada's English-speaking population of 4,000,000.

More than 65,000,000 English-speaking people in the United States. They will have the American Edition of the "SELF-EDUCATOR" brought very forcibly to their attention.

The first number, to be published November 8th, will ushered into existence with strong and convincing advertising, planned to cover the country.

In response to classified advertising recently done, the names of **2,000,000** possible subscribers have been enrolled.

There is wonderful merit in this publication; and knowhow, energy and money will be freely used in exploiting it.

An independent and individual circulation, with long and active life to each copy, is assured.

**300,000—\$120** a page. Where's there a rate so low?

**Make a Contract Now**

RICHARD WOOD,

Advertising Manager.

INTERNATIONAL PUBLICATIONS, LTD.

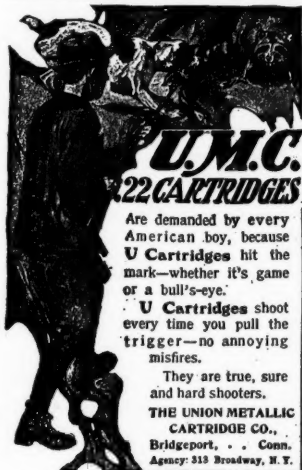
224 FIFTH AVENUE, NEW YORK.

**COMMERCIAL ART CRITICISM****BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.**

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

Even in its original form, the U. M. C. advertisement marked No 1 was a hard proposition. The hunter appears to be standing on the limb or root of a tree, while above him, on some contrivance apparently designed to meet the requirements of the occasion appear a dog and some more or less wild animal, which engages the dog's attention. There is certainly nothing strong or particularly convincing about this advertisement and the space is not eco-

in a New York newspaper. The E. & W. ad is characteristic of the

**No 1**

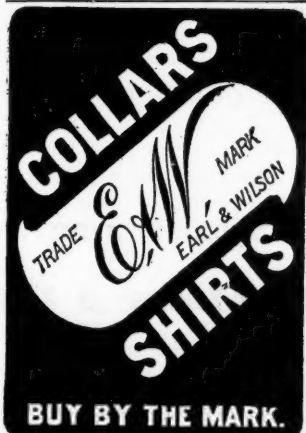
nomically utilized. There is no advantage gained by showing the whole figure of a hunter—just his head and shoulders, as in the illustration marked No. 2, are sufficient. Neither is there room for the animals in so small an advertisement, and the manner of treatment tends to confusion and obscurity.

\* \* \*

Here are two collar advertisements which appear side by side

**No 2**

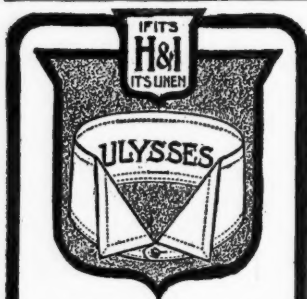
usual Earl & Wilson style; it is mere publicity and not advertising



in any sense of the word. It



simply calls attention to the E. & W. trademark. On the other hand, the H. & I. advertisement shows a collar, tells its name, and gives a description of the goods and some H. & I. arguments. The E. & W. advertising sometimes contains pictures of the collars, but is almost totally devoid of facts and arguments of any kind. It is undoubtedly true that the E. & W. position is that the merits of the goods are so well known that it is not worth while to offer any argument—that everybody knows and concedes the superiority of E. & W. Collars and Shirts. And doubtless the H. & I. position is that the goods



The wing's the thing the year round. It knows no season but fits all. The "ULYSSES" is typical of the unerring style and unflinching grace of "H. & I." collars.

Linen? Positively. If the collar you have on is cotton, its laundering days are numbered.

Wear only Linen collars, and avoid the risk of having cotton foisted upon you by demanding "H. & I."

2 for 25c. Quarter sizes.  
Booklet, "Linen Facts" free for a postal  
**HENRY HOLMES & SON.**  
Factory, Troy, N. Y.

are not well enough known to be sold by mere publicity, but that their merits and superiority must be explained to the public. The H. & I. attitude is, beyond question, correct, but can the E. & W. people consistently claim that their goods are so well known and so highly esteemed that no explanation or arguments are necessary. It is doubtful whether the super-

iority of any article can become so universally acknowledged as to make it possible to omit all arguments and "reasons-why" in the advertising of it. This is particularly true when competition is keen and when that competition utilizes in its advertising all the argumentative force which it can muster. It is true that there are a tremendous number of people who will, from force of habit, call for E. & W. collars, or who know their merits by experience and will insist upon having them. It is true, though, that there are many more men who are not convinced that E. & W. collars are the kind they ought to wear and will buy anything else which is offered them by their dealer, or order by name anything else which is advertised in a manner which convinces them. For this reason every advertiser, no matter how long his product has been upon the market or how well known it may be, cannot trust to bare publicity to sell his goods.

#### FOUND HIS PUBLIC.

The Royal Edinburgh Asylum for the insane has one inmate with the advertising instinct, according to Dr. Clouston, its director:

"This inmate, who has discovered the 'new elixir of life,' wrote out an advertisement setting forth its infallible virtues that would have done credit to the most successful patent medicine proprietor. He used to make it up in the asylum, and wanted much to try it on the patients, but none of them believed in him or would take his nostrum. But he was allowed to go out for a walk into town occasionally, being a harmless man, and I found that he used to take a few of his bottles with him, and sometimes sold them at 5s. apiece—this monomaniac—to the sane citizens of Edinburgh!"

#### PERFUMES IN CALIFORNIA.

It is announced that French perfumers are perfecting arrangements to invest about one million dollars in establishing flower farms and perfume plants in California. Julius A. Klein of the Pinaud house and other leading perfumers have purchased some 15,000 acres near Marysville. Other flower farms will be located in Southern California, and the factory is to be built in Los Angeles. Amaury Mars, editor of the French newspaper in Los Angeles, has been active in carrying out the preliminary arrangements.—*Mertz' Magazine.*

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

MANUFACTURERS' OUTLET COMPANY,  
J. Samuels & Bro., Inc.,  
Weybosset Street,  
PROVIDENCE, R. I.

### Editor Ready Made Department:

We note your criticism of our Topsy Turvy Sale advertisement in your issue of Oct. 3d, which the Stafford Advertising Agency took particular pains to send you.

We accept the criticism in the spirit in which it is given, but for the benefit of your readers, as to the question "whether it is good advertising or not," would say, we believe that the best way to test the strength of an advertisement is by the results.

The Topsy Turvy Sale is so far removed from our usual style of advertising, that, in itself it attracts attention and that is why it brings us results—it's something out of the ordinary, and the public are curious to know what it is all about.

We will admit that advertising of this character kept up for any length of time, would soon become tiresome, but as a flyer, you can take it from us, it is a good business-bringer.

We herewith inclose a number of our other advertisements which will give you an idea of the usual character of our advertising. Any comments you care to make on same will be greatly appreciated.

For no known reason, we discontinued taking PRINTERS' INK, probably carelessness on our part. Inclosed please find wherewith for one year's subscription.

We would also like to have you send us the 500-page book which will be issued Nov. 1st, and which you are giving free with a year's subscription.

Yours very truly,

MANUFACTURERS' OUTLET Co.,  
Joseph S. Gettler, Advertising Mgr.

It is true enough that the only real test of a bargain sale ad is its immediate results; but the fact that this ad, as a flyer, proved a good business-bringer does not necessarily prove that the same space with double the number of items well displayed would not have paid as well or better. Perhaps a better test would be to use the two styles on successive days; or one style in one paper and the other style in another, with a different set of items. There is no question as to the usefulness of an occasional ad in marked con-

trast to the usual get-up, or that "The Outlet" having used both styles is in a better position than anybody outside to know which is the more resultful. The ads submitted with the above letter are exceptionally well written and attractively displayed. Especially strong features are the artistically drawn department headings, the brief but comprehensive descriptions and well-displayed prices.

*A Seductive Real Estate Ad in the Odd But Refreshing Style So Much Affected by Advertisers in the Philistine, East Aurora, N. Y.*

### Buy an Ingersoll Watch and Live Your Life on Time.

Good! Certainly, also, tut, tut, my son, or words to that effect. For look you, isn't the opposite of things true?

Therefore come and buy a home in East Arden where there are no clocks that dole out our birthright second by second. Time is an illusion! If you think otherwise you are as one born rich, but always impoverished.

At East Arden if you are called in the morning and to'd to rise you simply say, "Go to Hell—I don't have to!" In East Arden we may at times be in a hurry, but are never in haste. We live in a vast cosmic consciousness of eternity, and a quiet serenity and peace takes the place of the old anxiety. We fall asleep lul'd by the rustle of the leaves, and awake unvexed by the cares of the day.

All of our lots are corner lots and all face the South. We get the sunshine in our north windows and have a north light for shanghais with a southern exposure.

Address for samples of soil,

HAMILTON W. MAYBE,  
Real Estate Agent,  
East Arden, New York.

Brill Brothers, New York, whose success in building a large business from a very modest beginning has been the subject of many articles in the advertising press, send **PRINTERS' INK** a series of good ads, each dealing with the excellence of Brill clothing in general and some detail of making in particular. They have that quality of earnestness, which goes so far toward conviction, are cleverly illustrated and invariably print prices. Whether this somewhat general style, as shown by the ad reprinted herewith, pays better than the kind that describes adequately a single suit or overcoat, only Brill Brothers can say. I have always felt, and my experience has been, that an ad which concentrates on a single definite suit or garment is much more likely to bring direct returns:

Brill Clothes excelling in tailoring, fabrics, trimmings, models, sizing and value confer on their wearers the great degree of comfort, service, smartness, individuality, fit and satisfaction.

#### BRILL FABRICS & TRIMMINGS EXCEL.

In order that the material may be worthy the best efforts of those clever tailors who build with it, the fabrics for Brill clothes are carefully selected from best mills abroad and in America.

American mills furnish most Brill fabrics. Many American weavers today are weaving cloths as fine as any the Old World produces.

Brill Stores, because of their unlimited sources of supply, present clothes in greatest variety of fabrics.

Many Brill fabrics are not alone exclusive, but many are woven expressly for Brill stores.

Brill stores present only best fabrics. They can only afford to offer fabrics that will give utmost satisfaction, because they guarantee to replace any fabric that goes wrong.

Every Brill fabric must stand the most rigid test to which a fabric can be subjected—Satisfaction to the Wearer.

Only trimmings of standard quality are used in Brill clothes. Only all-wool serges, imported Venetians and pure dye silks and satins are used for linings. Only thoroughly shrunk linen and haircloth, hand-made pads, etc., for "vitals." The inside insides are largely responsible for the life and shape of garments. Good garments must have good trimmings. Brill gar-

ments have good trimmings. Every Brill garment is warranted to have longest possible life—"to wear"—and to retain its shape to the last.

Men's suits for 1906 Autumn \$16 to \$40.

Fall overcoats and cravenette rain-coats, \$10 to \$35.

Get the Habit. Go to

BRILL BROTHERS,

Union Square,

14th St., near Broadway,

New York City.

*A Popular Phrase Turned to Good Account as a Headline. From the Philadelphia Bulletin.*

### "Not Yet But Soon"

You will want Winter Underwear—Winter Gloves.

A. C. YATES & CO.

1,400 odd pieces of Winter wear which we will not put into our fall stock. Underwear that got wet in our basement. The dry rooms of the large laundries of the city dried them out; they now look almost as good as new; all sizes in the lot, and all from the best makers. Value \$3, \$2.50 and \$1.50.

Your choice now \$1.

700 odd pieces of Summer underwear. Broken lines. Imported lisle thread, Balbriggan, Sea-Isle cotton, pique knit, nainsook and jean drawers. Value \$1.50, \$1.25 and \$1.

Your choice now 55 cents.

1,200 pairs of Winter gloves which are slightly damaged; from the very best makers not perfect enough to put into our fall line; every size from  $\$6\frac{3}{4}$  to 9.

Your choice now 75 cents, worth \$1.50 to \$2.

Half Hose, all imported goods. Black with white tipping, browns in several shades, heinos and all our fancy styles. Sizes 9 to 11. Value 75c. to 50c.

Your choice 35 cents—3 pairs for \$1.

You will still find a good selection of Negligee Shirts. Every size from 14 to 17. Most all coat style, cuffs attached. Value \$3 to \$1.50. Your choice of any fancy Negligee Shirt in our store now 85 cents.

A. C. YATES & CO.

The Popular Outfitters.

Chestnut and 13th Streets, Philadelphia, Pa.

R. F. ADAMS,  
Advertising,

HUNTINGTON, W. Va., Oct. 3, 1906.  
Editor Ready Made Department:

Inclosed find an ad clipped from a recent issue of the Philadelphia Press, which seems to me to be rather antiquated, to say the least, in view of present-day enlightened advertising. How many Suits, Overcoats, and Raincoats do you suppose this sold for the men who paid for the space?

Yours truly,

R. F. ADAMS.

P. S.—It seems to me these people ought to have a "course of study" with the Little Schoolmaster.

After reading the ad reprinted below the criticism implied, but not specified, in the above letter seems not altogether undeserved. It does seem too bad to devote so much costly space to talk about the mysteries in others' goods and so little to enlightenment as to the advertiser's own offerings; and so far as I can discover, this ad doesn't present a single tangible reason why the reader should buy of MacDonald & Campbell.

MACDONALD & CAMPBELL,  
Suits, Overcoats, Raincoats, \$15, \$20, \$25, \$30, \$35.

There is a lot of very queer-looking clothes offered to men now. Where the styles and patterns originated is a mystery. How men, who have been taught the possibilities of ready-to-wear, can be expected to buy them is another mystery. But that they should be expected to wear them, when for the same money they can get these splendid, correct clothes of ours, is the greatest mystery of all.

It's almost an insult to the intelligence of any man, who has the slightest regard for his appearance, to show such "freakish" things to him.

MACDONALD & CAMPBELL,  
1334-1336 Chestnut Street.

*A Good Lure for Idle Money. From the Philadelphia Bulletin.*

## While You Are Waiting

for a good investment let your money earn three per cent with us upon certificate of deposit—there will be more to invest.

Two per cent on check accounts; personal accounts solicited.

THE UNION TRUST CO.,  
715-719 Chestnut St.,  
Philadelphia, Pa.

*Few Hardware Stores Can Afford to Ignore the Women Folk.*

## Shannon's Is a Woman's Store

not simply Philadelphia's headquarters for guns and fishing tackle. We carry a most complete line of hardware of all kinds, especially kitchen utensils.

Frying Baskets, for oysters, potatoes, etc., different sizes and styles, 45c. to \$1.

Oyster Hardies, \$1.

Oyster Knives, 25c., 45c., 65c.

Griddle Pans (round). Smooth cast iron polished, 25c., 35c., 50c.

Long Griddles, 45c. to 75c.

Cake Turners, 5c. to 15c.

Waffle Irons, 75c., 85c., \$1.25.

Frying Pans—Sheet iron, 10c. to 35c. Cast iron, 25c. to 50c.

Write for Catalogue.

SHANNON,

Hardware,

816 Chestnut Street,  
Philadelphia, Pa.

*An Ad That Seems To Lack Little But Prices. From the Atlanta (Ga.) Journal.*

## Strong Shoes for School.

If you want the boy to have shoes that count—wear, looks, comfort and reasonable price all included—let us fit him up.

We've made a special study of fitting growing feet. It's not only a science—it's an art. It requires both skill and conscience. We believe we can do it just as well as it can be done anywhere in the world.

Let us fit the boys. They'll be pleased. You'll be pleased. We'll be pleased.

Manish shapes a specialty.

Hosiery to Match.  
(Both 'Phones).

KNOTT & AWTRY SHOE COMPANY.,

25 Whitehall Street,  
Atlanta, Ga.

*A Timely Warning. From the Buffalo (N. Y.) Evening Times.*

## A Cold Day

is likely to come any time now. Don't let it come and find you unprepared to resist the damage it will do after the warm spell we have had. A good Fall Overcoat or Topcoat will ward off the colds and doctor's bills that the change of weather will bring unless you are ready for it with proper clothing. Our Fall Overcoat and Topcoat prices range from \$10 to \$25.

Every correct style and material is included in the showing.

AT DESBECKERS',  
Clothiers, Hatters, Fur-  
nishers,  
347-349-351 Main St.,  
Buffalo, N. Y.

*An Extract from an Exceptionally Strong Dental Ad in the New York World.*

## Talks on Teeth.

BY G. GORDON MARTIN,  
M. D., D. D. S.  
320 Fifth Avenue,  
New York.

### ENUNCIATION.

The organs of speech are the tongue, teeth and lips. If anything more is added in the mouth, such as a partial plate or a "bridge" which doesn't fit, the speech becomes impaired and the enunciation is faulty. The man or woman who can't talk plainly is under a heavy handicap. Heretofore when teeth were worn out or had been ignorantly pulled out, the only substitute was a partial plate or bridge.

Then the one who had to wear these disfiguring things had to learn to talk all over again with a hiss between each word.

The plate or the ridge won't do. What then?

With the Alveolar Method we are able to put a full set of teeth in the mouth, providing there are two or more teeth left in either jaw, and these teeth we supply with look and act like nature's teeth.

In doing this work we use no plate, and the work when it is put in will be as firm as a rock and stay that way.

*A Modest Claim as Refreshing as it is Unusual. From the Philadelphia Bulletin.*

## About Hair Tonics.

It's our business to have any hair tonic you want. We don't believe in substitution. However, we are not infrequently asked if we have any hair tonic of our own. And naturally we suggest Evans's Pilocarpine. We don't claim that ours is better than any other, or that it will grow longer or glossier hair. Evans's Pilocarpine simply keeps the head and scalp in good condition if you follow directions. 50c., 75c., \$1.25 bottle.

GET IT AT EVANS'S,  
1106 Chestnut,  
Philadelphia, Pa.

*Making Good Capital of the Recent Packing-house Investigations. From the Des Moines (Ia.) Register and Leader.*

## There's a Difference in Chicken Sandwiches!

The Sandwiches served by us are hand-made of white wholesome bread, spread with the highest grade, pure sweet butter that can be bought, and the meat is chicken—cold sliced chicken—the genuine article.

Those served in most places are anything else. Open one and see. Instead of the nice slice of chicken it is paste, called "Potted Chicken." When one of these is offered you, ask to see the can. See if the label complies with the pure food law, which says:

Any meat or meat products put into cans, pot cans or other receptacle, must have a label attached to it under the supervision of a government inspector, who shall state the contents.

One of our dainty, pure Chicken Sandwiches served with a cup of delicious coffee or any other hot drink at our Fountain for 15c.

A Pure, Wholesome and Appetizing Luncheon.

REED HURLBUT,  
Fifth and Walnut Sts.,  
Des Moines, Ia.